THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

SEPTEMBER 14, 1964 PRICE 40c

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dd Radio on the spot—and what a difference it makes! Wherever your customers o, whatever they do—count on Spot Radio to remind them of your product. Remember, Spot Radio is the finishing media touch that impels the action—and gets the sale!

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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WDAF	Kansa C ty
KARK	L tle R ck
WINZ	M ami
KSTP	M nneapo s St Paul
WTAR	N rf k Newport News
KFAB	Omaha
KPOJ	P rtland
WRNL	R chmond
WROC	Rochester
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KYA	San Franc sco
KMA	Shenand ah
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Radio New York Worldwide

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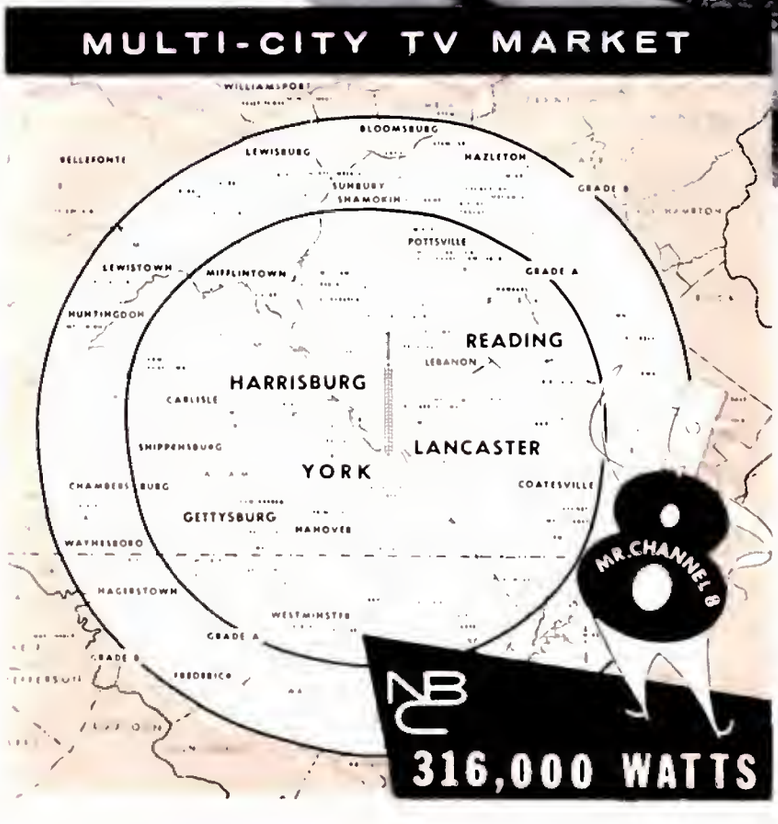
hidden treasure grows in the WGAL-TV market



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Representative. The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

exas Senator Says Fairness Doctrine ; Used as Pressure Tool by FCC

Washington — Texas Republican n. John Tower has accused the FCC using its Fairness Doctrine to ongarm broadcasters into promot- ; Democratic administration pro- ams like medicare. The Texan en- ed a lengthy letter exchange with C chairman E. William Henry on subject of the doctrine into the ngressional record last week.

Sen. Tower said the exchange, ade early last fall, would have been ed sooner, but was held in "mora- ium" status because of the assas- ation of President Kennedy in vember. Texas Sen. Tower waited ther because he "felt the FCC ght change its course under the dance of a president who was roughly familiar with the broad- ting industry."

Now Tower says recent develop- nts have convinced him that the irness Doctrine is being used "as means of silencing the political ht." The senator claims that the irness Doctrine is being used by Democratic National Committee "exert pressure" on small tv and io stations. He says the demands "answering time" by the Senior izens' Council, which is working passage of the administrations' dicare program, are really the work the Democratic National Commit- . The committee is reported in the ss to have heavily subsidized the ncil, Tower points out.

In the exchange of letters with the C chairman, both sides lean heavily the commission's July re-state- nt of the 1949 Fairness Doctrine. ch particularly quotes the FCC's laration that: "It is immaterial ether a particular program or view- nt is presented under the label of nericanism,' 'anti-communism,' or tes rights,' or whether it is a paid nouncement, official speech, edi- al or religious broadcast. Regard- of label or form, if one view- nt of a controversial issue of public portance is presented, the licensee obligated to make a reasonable ef- t to present the opposing viewpoint viewpoints."

FCC chairman Henry says this ans that when other controversial ues are brought into discussion ler the so-called religious or anti-communist program, methods of attack recommended and outside issues involved call for the licensee to present the other side. Anti-communist propaganda, for example, may take issue with U. S. membership in the United Nations or with foreign aid, etc.

The senator interprets the statement as an FCC "edict" on program content. Instead of permitting the avowed "reasonable" discretion by the broadcaster as to the what, when, where and "if" something needs an answer, the Fairness Doctrine puts the decision into the hands of the commission.

A-C Spot Gap; Stations Assured No Cutback

New York — Tv stations in about 30 markets received somewhat of a jolt from Alberto-Culver last week when they were informed by the toiletries maker that it was taking a four-week hiatus from all spot activity. The pull-outs are being staggered between now and Nov. 3.

Some of the stations wondered whether Alberto-Culver had been influenced by the possibility that its spots would suffer preemption and consequent make-gooding as a result of the political campaign. George Polk, Alberto-Culver ad manager, assured SPONSOR that this factor had nothing to do with the quest for relief. Polk said that the company's yearly budget will still run, as originally plotted, to $12 million.

RCA Readies $5 Million Ad Outlay

New York—RCA will pour $5 million, according to industry sources, into the air media portion of its fall advertising campaign designed to continue the record sales pace now being set by its home entertainment line of products.

RCA's total expenditure for the promotion—a reported $10 million—will be kicked off the "RCA Victor Week" on Sept. 27.

For the broadcast portion of the outlay, $3 million apparently is earmarked for radio and tv spots, while the remaining $2 million will probably go for co-op advertising.

According to Jack M. Williams, RCA's vice president for advertising and sales promotion, total fourth quarter ad expenditures will show a 17.6 percent increase over the same period last year.

This increment, the vice president continues, is directly related to the record sales pace set so far this year, which is expected to reach a crescendo during the pre-Christmas shopping rush.

In 1963, sales during "RCA Victor Week" rose 49 percent, and Williams sees even more impressive figures for this year's push.

The importance of selling the consumer via radio and tv is underscored by an increase in broadcast media expenditure that will double 1963's outlay in this category during the fourth quarter.

Co-op ad dollars in radio and tv are anticipated at more than 25 percent above last year's figures, states Williams, who expects that both radio and tv will be used extensively by distributors and dealers on the local level.

BAR To Monitor Piggybacks And Political Time Waivers

Gaylord, Mich. — Broadcast Advertisers Reports will be keeping a watchful eye on how stations use the NAB's political time waiver during this fall's campaign. Howard H. Bell, code authority director, in announcing the special monitoring, also said that BAR will evaluate the use of tv multiple product announcements and the placement of piggybacks as they relate to compliance with the code's new standards for combination announcements.

Speaking before the Michigan Assn. of Broadcasters, Bell emphasized that the waiver for paid political announcements is an experiment. "This was not designed as a substitute for preemptions," he declared, "but for those cases where stations were faced with the dilemma of violating the equal time law or the code. If stations exploit the waiver, and if it does contribute to the clutter problem, I'm sure it will not be extended in the future."

CONTINUED ON NEXT PAGE

Wright Defends Pay Television; Sees Boost in Color Set Sales during '65

Zenith president tells security analysts that color tv sales will jump 50 percent; says pay tv audience is selective

New York — Stressing the growth potential of color tv, Joseph S. Wright, president of the Zenith Radio Corp., predicted that industry color set sales will increase 50 percent next year and exceed the 2.5 million mark in 1966.

In a talk before the New York Society of Security Analysts, Wright also defended pay tv, saying that the company's experience with RKO General in Hartford, Conn., "proves conclusively that when good box office product is available, people are pleased and eager to spend their money; when it is not, they stay away."

On color tv, although Wright was optimistic about production, he held out small hope of any price reduction. "From the manufacturer's standpoint," he said, "the present price levels of color television receivers are so competitive that they represent the best bargain for the public of any product in our industry."

Wright added: "Present prices are not really a barrier to large scale color sales, if our industry can do a proper selling job. After all, the public bought many millions of black-and-white tv sets at prices comparable to prices of present color sets during the 1950s when consumer disposable income was far less than it is today."

Discussing the Hartford subscription tv setup, Wright said: "One notion we feel we have completely dispelled is that subscription tv is some kind of a monster that will gobble up advertising television and preempt a major part of viewing time. It has been our experience that subscribers will, on the a age, spend about two hours a w watching subscription programs that they are very selective in w they will pay money to see as aga programs available on the adverti television."

The Zenith head also said that " objective is to get a broader comm cial approval from the FCC, wh complete jurisdiction over broadc ing avoids the need for further s or local government controls."

Wright continued: "Remember, the duty of the FCC to regulate r and tv and promote their widest and nowhere do they have any resp sibility for protecting movie thea or anyone else from legitimate c petition."

Hearing on High Cost of UHF Operatio Scheduled by FCC Panel September 21

Washington — To paraphrase an old saying, it may take a heap o' money to make a UHF a home with FCC approval. The commission has set up a special three-member panel to listen to the fiscal heartbeat of applicants for UHF stations in Buffalo, N.Y., (channel 29), Cleveland (65) and Boston (44). Commissioners Bartley, Lee and Cox will hear charges and counter-charges by applicants on their "financial capacity" to run a UHF station. Oral hearing be held Sept. 21.

The UHF applicants will be a to comment on possible change FCC's money criteria. For U openers, the Broadcast Bureau fi cial base would be: cost of putting station on the air, plus three mo operating expenses assuming no enue; plus additional cost of amo ing loans; the interest payments equipment payments during the year. If bureau standards are steep, applicants will ask what think of alternative: giving evid of their "estimated revenues."

The FCC is in process of hauling its UHF allocations as ments, but has decided to go a with applications in a numbe cities that appear to meet both old new proposed allocations pic Contestants for the Cleveland o are United Artists Broadcasting, erior Broadcasting and Cleve Telecasting; for Buffalo, applica Ultravision. In Boston, FCC has cided to make channel 44 educati with WGBH Educational Found of Boston the applicant. Comme UHF will be switched to channe where competition will be bet United Artists and Integrated munications System.

For complete analysis of U situation and needed income and ating costs of average successful U see SPONSOR, Aug. 10, p. 29.

Labor Gets Into the AMA-Medicare-Fairness Act

Washington—Adding to the general fracas over uses of FCC's Fairness Doctrine as a basis for "answering" time demands here last week was AFL-CIO's attack on the American Medical Assn. for conducting an anti-medicare air promotion. AMA claims its campaign is "education" and merely explains current old-age health benefits under the Kerr-Mills Act. The campaign would coincide with expected House fight over the Medicare Bill to put old-age medical care under Social Security, this week. The Senate has already approved the administration bill.

The networks were leary of the AMA spots, and retreated behind technicalities. Nets have a policy against airing controversial issues in less than 15-minute segments, they told the AMA, political announcements expected.

The AMA proceeded to blast the networks for "censorship" in refusing its one-minute spots, and accused nets of accepting political spots in which "medicare will be promoted." AMA had planned a million dollar budget, $750,000 going to radio/tv.

The giant labor organization, in turn, has marshalled its own forces against AMA's "million-dollar propaganda campaign." The AFL-CIO membership is urged to talk or write back the "truth" about medicare, when tv, radio, newspaper or magazines present the AMA stand. Members are also asked to monitor all AMA items on the air, and clip all advertising to provide a "complete record" for congressmen fighting for the legislation.

a statement of WWLP & WKEF

SPRINGFIELD, MASS. DAYTON, OHIO

by William L. Putnam

Everybody is the greatest at something, and in our case we are the greatest in the world at operating Channel 22. As a matter of fact according to our calculations we operate about half of the world's supply; and, of course, we operate by far the better half (no offense to our good friends in Scranton and South Bend, but let's face reality).

For 12 years our WWLP has been in the forefront of everything that stands for excellence in the television industry. But don't take my word for it—ask anyone who views our station, and we don't care who you ask. Pick anyone in Western Massachusetts.

At this time we are proud to announce the grand opening of the world's second greatest Channel 22, in Dayton, Ohio. That's Megacity, you know, and we aren't pikers—we put out Megawatt. We are proud also to announce that we have an excellent line up of NBC, CBS and ABC programs, and some of the world's finest television personnel (but don't take my word for that either—ask any of them). And we sure picked a wonderful town for WKEF.

WKEF is Nationally represented by Vic Piano

Regionally represented by Ohio Station Representatives

Bob Tiedje at WKEF Phone 513-263-2662

TWX 513-944-0058

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WHEN IT COMES TO WOMEN... we've got all the good numbers

Do it yourself! Join the result-happy advertisers who constantly cash in on the big, enthusiastic group that eyes and buys . . . the 18 to 39 year old gals in the Detroit area who so consistently prefer WJBK-TV. They're bright as paint . . . livewires who love our great movies, lively variety shows, the best of CBS and our full hour of dinnertime news. If you want to clean up in the nation's big, booming 5th market, call your STS man for details and avails.

WJBK-TV

2 DETROIT

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC. Representatives for all Storer television stations

LADIES' MAN

"Sunny" the seahorse comes from the Syngathidae family on the Hippocampus side.

The male of the specie devotes his life to making things happier for the Mama Hippocampus. He's the producer in his family.

Frankly, our "Sunny" goes all out to please the ladies. He brightens their days and nights.

That's why the ladies of Tampa-St. Petersburg go for him.

We'll let him produce for you, too!

WSUN

TELEVISION abc RADIO

TAMPA - ST. PETERSBURG

If you feel we've been chewing too much kelp, ask:

Nat. Rep.- Venord, Torbet & McConnell
S.E. Rep.- Bomar Lowrance & Associates

Publisher's Report

Why buying-by-the-numbers is doomed

That industry ogre, buying-by-the-numbers, is doomed.

Who says so?

None other than practically every agency media head to whom I have talked or listened in recent months. Most of them are so busy behind closed doors getting ready for the computer-age of media buying and operating on such a top secret basis that it's hard to get them to say much.

But this much is clear.

There's not a single top-50 agency in tv/radio billings which isn't working overtime on the problem of computer buying.

There's not a media head at these agencies who isn't up to his neck figuring out what to program, how to program, what data processing equipment is needed to start, whether to rent it or buy it, who will do the programing, how to pick and train computer personnel.

There's not a single media head, amid this trial and error maze, who believes that buying-by-the-numbers can continue as the end-all in tv and radio media selection.

This is the way they see the not too distant future.

Within three years, when computer buying is the norm for national spot, three basic categories of information will be fed into the hopper.

Theses are (1) the ratings, (2) demographic data and (3) personal knowledge components.

The ratings can't be the only basis for the buy, they contend, since you hardly need a computer if they were. The rating is already computed. The numerical weight given to the rating may be large or small depending on individual agency practice as well as the requirements of the specific buy.

Demographic data looms as the largest single body of information. The established rating services, who see the handwriting on the wall so far as rating worship is concerned, aren't worried. They expect to do a land-office business in audience composition breakdowns, market analyses and station analyses. This is the area that may create the biggest headaches for stations, agencies and clients alike. For unless standards are established promptly I see stations being run ragged by demands for a thousand-and-one kinds of demographic data and rates being raised beyond normal standards in an effort to pay for them.

Personal knowledge factors will be thrown into the computer. These will really test the station and market knowledge of media programers. It's impossible to gauge such queries as "How high do you rate the station's image?" or "How do you rate the station's reach in relation to our product?" with any degree of scientific accuracy. The programer does the best he can, and already agencies and clients are stepping up their visits to stations and markets in anticipation of a thousand-and-one personal knowledge questions. In the Sept. 8 SPONSOR, Del DePierro, media head of Geyer, Morey, Ballard wrote: The buyer's responsibility now, and in the future, revolves around his knowledge of trends in stations, markets and audience groups. The broadcast buyer of the future will face conditions that will place added demands on his knowledge and experience."

Norm Glenn

What makes a great salesman?

Personal magnetism, complete dedication and a genius for the game of golf, made Robert Tyre Jones the idol of millions. "Bobby" Jones won his first tournament at the age of nine. From the time he was twenty-one to the day he retired, he was never without a national title. In the last nine years of his career, he played in twelve national open championships in this country and Great Britain, finishing first or second eleven times.

Bobby Jones, considered by experts as the world's greatest amateur golfer, capped his amazing career by winning the Grand Slam of golf. He won the Open and Amateur Championships of both the United States and Great Britain in a single year. This was an achievement that stands today without parallel, not only in golf, but in the entire recorded history of sports. Bob Jones was a credit to the sports world and a great salesman for the game of golf.

Bob Jones was a *real* champion and a great competitor. The Storer stations are champions, too, competing successfully in their local markets through programming designed to interest more listeners and create more sales. This is accomplished through public interest broadcasts, vital editorials and programming keyed to local needs and preferences. In Atlanta, Storer's great salesman is WAGA-TV, an important station in an important market.

STORER
BROADCASTING COMPANY

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WXYZ
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WXYZ-TV

Color in Chicago is WGN-TV

"Call your friends—it's Barn Dance time!" is the singing invitation to good old-fashioned entertainment produced by WGN Television. And, every week, Chicagoans accept—by the thousands.

"Barn Dance" is just one example of the color-variety

VGN Television schedules to reach every audience . . . carry very advertising message.

Again this year WGN Television will originate more color programming than any other station in the nation. Major league baseball in color, too, for the fifth year. (137 games this season.)

WGN Television—more than 2,800 colorful hours in 1964!

WGN IS CHICAGO

the most respected call letters in broadcasting

FREUDIAN FEUD

AMA, which would unfrock any medico who dared advertise his goods and services via mass media, now wants to cast itself as the innocent bystander likely to be hurt by medicare becoming a political issue.

The whole point on the American Medical Assn.'s vitriolic branding of all three tv networks as "censors" of the AMA's proposed one-minute spots to harangue against the administration's medicare plan is that AMA hasn't troubled to look up the word "censor" in either the English or medical dictionaries.

A check of these standard reference works will show that—particularly where a medical man is concerned—there are two schools of thought, neither of which apply to all of the networks' stands, and may even lead one to the conclusion that AMA's executive vice president, Dr. Blasingame, hasn't graduated from either. Both NBC and CBS have had set policies on the use of minute spots for treatment of controversial subjects ever since the standards of program practices were set up. Taking just one: "NBC does not schedule time periods of less than 15 minutes for the discussion of a controversial issue, since a reasonable amount of time is required for the presentation and development of the issue in the controversy."

ABC's stand, that "if the content of the commercial were changed it would reconsider," may leave room for argument on whether that's censorship or a copy acceptance standard—but it's a safe bet that the AMA won't alter the copy to say what the association is for rather than what it's against.

Sam Elber

LETTERS

'When Sun Goes Down'

I have read your article in the Aug. 3 SPONSOR entitled "When the Sun Goes Down." On p. 44, Petry, in the second paragraph, makes a statement to which I must take exception.

WCKY is a class 1-B station, 50,000 watts, operating on 1530 kc. directional at night with stations in Sacramento, Calif., and Harlingen, Tex., on our frequency; and our station has consistently had one of the largest skywaves of any station in the country. As a matter of fact, I understand that at the NAB convention in Chicago in 1962, the Nielsen Co. had on display a chart which clearly showed, as a result of its 1961 Nielsen Coverage Survey, that WCKY had the second-largest skywave in the country.

I would appreciate it if you and our friends at Petry would recognize this fact.

JEANETTE HEINZE
Vice President
WCKY Radio
Cincinnati

The article "When the Sun Goes Down" stated that Columbus and four other Georgia metro areas have no radio service of their own after midnight.

Big Johnny Reb/WDAK, with little more daytime coverage than WSB, has been giving 24-hour service since 1959.

ALLEN M. WOODALL
President
WDAK Radio
Columbus, Ga.

We read with interest your article "When the Sun Goes Down." We are quite surprised to note that on p. 44 the statement is made that Macon has no radio service of their own after midnight.

Obviously, the person writing this article had not sufficiently researched, as WBML Radio has been operating on a 24-hour schedule in Macon, Ga., for six years.

We disagree with the article and Petry Co. when they say "most Georgians probably listen to the powerful sound of 'Georgia's only 50,000 watts, clear channel, non-directional station, WSB Atlanta.'"

We hope this will clear up the misunderstanding and make it known to your readers that WBML is serving its listeners 24 hours a day in Macon, Ga.

GEORGE W. PATTON
Vice President
WBML Radio
Macon, Ga.

The splendid piece, "When the Sun Goes Down," is a "ten-strike" for radio.

As the Petry company knows, we have been eminently successful with nighttime radio, not just the all-night "Meister Brau Showcase" with Franklyn MacCormack aired six nights a week. 11:05 p.m. to 5:30 a.m., but throughout the mid-evening hours as well.

It is a great source of satisfaction to me to travel over most of the United States in any given year and hear from listeners in every state that they are fans of our Franklyn MacCormack and WGN. A few baseball broadcast requests for listener reaction to our Cub games bring mail from all 50 states, Hawaii included, most of Canada, most of Mexico and many countries overseas. The signal is there, the audience loyalty is there and we are successful in selling the quality vehicles we offer throughout the nighttime hours.

WARD L. QUAAL
Executive Vice President
WGN Inc.
Chicago

The article "When the Sun Goes Down" indicates that the only 24-hour stations are located in Atlanta.

I think WDAK in Columbus has been running around the clock for about five years. WBBQ is also a 24-hour station, signing off between 12 midnight and 5:30 a.m. Monday morning for the purpose of maintaining audio equipment.

We intend to remain on a 24-hour basis, and trust you will recognize us for this expenditure.

GEORGE G. WEISS
President
WBBQ Radio
Augusta, Ga.

September 11, 1964

In its July tally of Fairness Doctrine cases, the FCC said pay-tv should not be attacked in station editorials without proper and timely presentation of the subscription side to the public.

A CATV operator, F. Elliott Barber, Jr., of Brattleboro, Vt., asked the FCC to punish a local uhf broadcaster for a series of "biased" editorials containing personal attacks on Barber as well as on all area cable systems.

The cable owner whose system brings three network shows from Boston into Brattleboro, has been under editorial lashing by WRLP-TV, Greenfield, Mass., which serves Brattleboro and is itself a satellite of WWLP, Springfield, Mass. Cable owner Barber says the station has violated the Fairness Doctrine by failure to present the other side of the community antenna service picture, as well as by its "vitriolic" attacks on him personally.

There are complicating factors for the FCC to sift. Copies of the almost daily editorializing in April-May-June were duly sent to the CATV owner. Also, WRLP-TV editorials crowed that "Able Cable" had not replied to any of the station's charges and challenges, although time was available. The CATV owner, a former Vermont state official, said he would not stoop to answer the "rantings" of WRLP station manager James Marlowe. Still, he wants FCC to punish by license revoke, fine or cease-and-desist order, because the station has failed to present the other side of the case, on its own.

Sore subjects in the WRLP diatribes were loss of local advertising money and pull of customers to the big-city markets advertised on the cable's network program channels. The station bitterly resented the carrying of Boston NBC programing on the cable, right along with WRLP's.

The UHF satellite said national advertising on the cable-carried shows pulled customers to Boston at the expense of local merchants. The editorializing James Marlowe estimated that the Brattleboro CATV system alone took $100,000 a year out of local pocketbooks, local business and local station advertising. In fact, said Marlowe, the half-dozen area CATV's among them took around $780,000 annually--and it could be said that a total of $2 million was going into cable systems in an area "within the sound of my voice."

The CATV petition to the FCC said these figures on CATV income were exaggerated estimates. The Brattleboro TV, Inc., president said local merchants would benefit from national advertising over cable, on products they sell locally.

Barber accused WRLP of trying to "intimidate" area cable systems into giving the UHFer exclusive right to air NBC programing in the antenna systems. "In these days of replays ad nauseum," said Barber, giving WRLP exclusivity would deny the public a much-needed additional choice, since different affiliates carry different programing.

CONTINUED ON NEXT PAGE

The station took its case to the viewers and urged community investment in translators. The boosters would be much cheaper than cable service, and would keep local money in local circulation, said WRLP. Editorials which stemmed from part-owner and president William L. Putnam in Springfield, as well as from manager Marlowe in Brattleboro, said local stations could not buck the cable systems and remain "free" tv much longer. The cable was accused of deliberately showing a poor WRLP picture on the system.

Cable owner Barber said comparisons of charges for cable versus translator operation were "distorted." He said if CATV was knocked out, WRLP and its translators would have a monopoly of the Connecticut River Valley. As for the "poor picture"--Barber said cable equipment is the best, but it can only put on what it gets, and WRLP's channel 32 has to pick up from channel 22 (WWLP) in Springfield.

One of the WRLP editorials--Barber submitted a sheaf of them to the FCC--may have been slanted in FCC chairman E. William Henry's direction. The station said it would have to give up "local programing" if its downward financial trend continues. It lost $100,000 for lack of advertiser support last year, and frankly pins its main hope on being the "only NBC station" on the area CATV systems.

The case is circulating at FCC, and will undoubtedly be made part of its general consideration of the CATV role in broadcasting. Also under study is public interest factor in allowing mutual ownership of tv stations and cable systems.

The specific query on applying the Fairness Doctrine should present a nice problem in hairsplitting. Is a station editorial a boast that its target-subject has "failed" to answer charges or take advantage of time offers, fair enough under the Doctrine? Or is the CATV owner right in claiming that even if he refused to answer personally, the station should have presented the CATV side on its own?

On the political front, the FCC has reiterated broadcaster duty to answer the political broadcast questionnaire on the 1964 campaign. Since the Sec. 315 equal time exemption was not voted for the top candidates, the FCC has canceled its original questions on the amount of time given for presidential and vice-presidential appearances.

All other pertinent information will have to go in. The answers to the questionnaires will be grist to new equal-time rule making, or to the legislative mill, if the FCC or its parent Hill committees decide some new approach is needed.

Broadcasters can probably count on a detailed post mortem before House and/or Senate Commerce Committees, on the political time, and on complaints registered with the FCC in editorializing disputes. Rep. John Moss (D-Calif.), if he is around next session, will gather ammunition for his bill to let candidates speak for themselves in answer to editorials involving them.

Under the present equal-time law, this would bring on a chain reaction of equal-time demands from all other hopefuls.

ktal☆tv

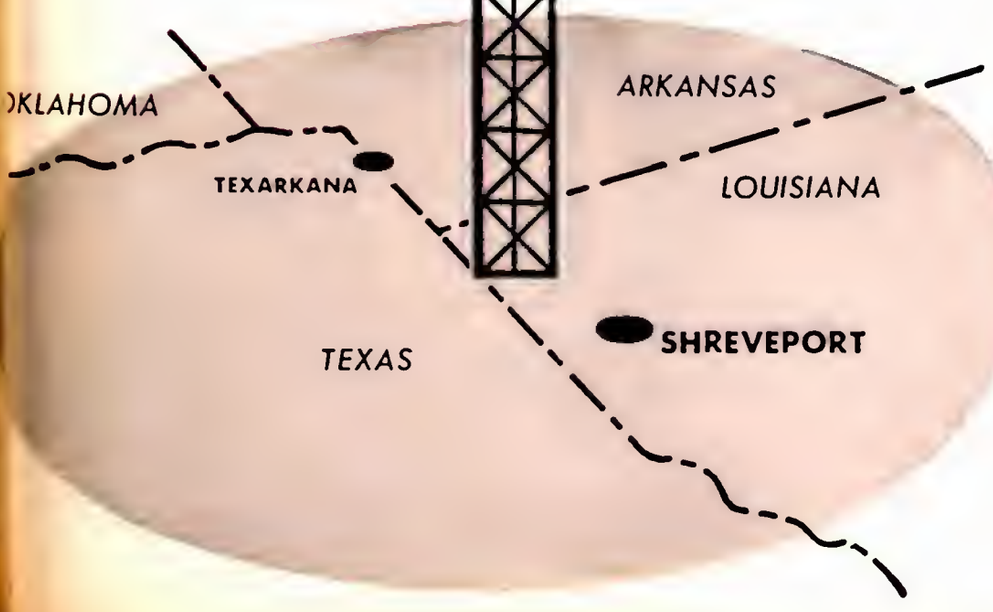
the area - WIDE STATION

Channel 6 is the coverage station. It covers not only the oil-rich Shreveport-Texarkana region, but reaches way out beyond the metropolitan areas, deep into east Texas, Southern Arkansas and Southeastern Oklahoma.

KTAL is the dominant station covering a population of 1,188,491 with retail sales of well over a thousand million dollars.

Ask Blair about new fall NBC and local KTAL programming, which will make Channel 6 even more dominant!

SHREVEPORT and TEXARKANA



ktal☆tv

Channel 6 For SHREVEPORT—TEXARKANA

Walter E. Hussman
President

NBC

James S. Dugan
General Manager

Fred Watkins
Sales Director

B BLAIR TELEVISION
BTA

This man will see less action Sunday

CBS

The moment the ball leaves the quarterback's hand, chances are he will be in total darkness, buried under an avalanche of swarming violence, unable to see the nose in front of his face—assuming it's still there.

But you'll see it all: the hand off... the pass...the completion...the break-away...and the dash into the end zone—as NFL football takes over the nation's screens each Sunday. There's no more thrilling spectacle in the world of sports, and this season as during the past three seasons, it can be seen only on the CBS Television Network. Indeed there'll be more of it this year than ever before—including a number of Sunday afternoon double-headers, the NFL Championship Game and the NFL Playoff Game.

This kind of excitement not only in sports, but in every area of entertainment and information, has made the CBS Television Network the most powerful advertising medium in the world by capturing the nation's largest audiences.*

*Largest for nine straight yeers, besed on NTI estimetes of averege audiences, 6-11 pm, seven nights, subject to quelificetions availeble on request.

TvB Reports Boost in Spot Tv Spending

Second quarter figure of $263,710,000 shows an 18 percent jump in spending over previous year

New York — The nation's advertisers continue to up their spot tv spending. Second quarter figures, released by Television Advertising Bureau, reveal an 18.2 percent jump in spending over the same period a year ago, from $223,106,000 in 1963 to $263,710,000.

In making the figures public, TvB points out that the 18.2 percent reflects reporting from 393 stations as against 347 stations last year. An analysis comparing the same 320 stations reporting during the second quarter of both 1963 and 1964 shows a 17 percent boost.

Advertisers making their maiden appearances on the list of the top tv spot users inelude Ameriean Airlines, Inc., Olin Mathieson Chemical Corp., Purolator Products, Ine., Sehweppes (USA) Ltd./Bottlers, Sunbeam Corp., Toro Manufacturing Corp., and Wham-O Manufacturing Co.

Most signifieant dollar increases in produet categories are: automotive (from $9,128,000 to $11,423,000, up 25 percent), confections and soft drinks (from $18,745,000 to $27,323,000, up 46 percent), cosmetics and toiletries (from $23,282,000 to $29,693,000, up 28 percent), household paper products (from $4,128,000 to $6,380,000, up 55 percent) and transportation and travel (from $3,242,000 to $5,373,000, up 66 percent).

Leading the spot tv field by a substantial margin is Procter & Gamble Co. which boosted its spending from $17,456,000 to $18,421,000 this year.

Second quarter expenditure gains by other companies on the top 100 list include the following:

	From	To
American Tobacco	$1,613,300	$ 3,014,000
8orden	635,600	1,857,800
Carnation	239,900	1,689,200
Coca-Cola/8ottlers	4,173,600	7,016,900
Continental 8aking	2,255,100	3,195,500
Helene Curtis	773,900	1,469,200
Frito-Lay	462,300	1,020,300
General Foods	7,620,000	10,682,500
General Mills	3,782,000	6,761,300
Charles Pfizer	143,300	903,200
Revlon	13,100	1,133,700
R. J. Reynolds Tobacco	2,327,500	3,878,700
Royal Crown Cola /8ottlers	929,500	2,510,300
U.S. Rubber	681,100	1,292,700

In examining the total dollars invested by length of eommereial, TvB reports that during the second quarter 60s (40 seconds or more) aeeounted for 65 percent or $171,432,000; 20s (20-30 seeonds). 19.4 percent or $51,158,000; 10s (eight to 10 seconds), 6.8 pereent or $18,040,000, and programs, 8.8 percent or $23,080,000.

A breakdown by time of day shows: day, $63,110,000 (23.9 percent); early evening, $63,223,000 (24 pereent); prime night, $82,027,000 (31.1 percent), and late night $55,350,000 (21 percent).

The biggest hike in time-of-day activity was in prime night whieh rose from $64,324,000.

TOP 100 SPOT TV ADVERTISERS — SECOND QUARTER 1964

1.	Procter & Gamble Co.	$18,421,200
2.	General Foods Corporation	10,682,500
3.	Colgate Palmolive Co.	7,882,600
4.	Coca-Cola Co./8ottlers	7,016,900
5.	General Mills, Inc.	6,761,300
6.	8ristol-Myers Co.	5,793,100
7.	Lever 8rothers Co.	5,717,600
8.	William Wrigley, Jr., Co.	5,692,400
9.	R.J. Reynolds Tobacco Co.	3,878,700
10.	Warner-Lambert Pharma. Co.	3,842,700
11.	American Home Products Corp.	3,826,400
12.	Alberto-Culver Co.	3,514,000
13.	Continental 8aking Co.	3,195,500
13.	Continental 8aking Co.	3,195,500
14.	Pepsi Cola Co./8ottlers	3,082,400
15.	American Tobacco Co.	3,014,000
16.	Gillette Co.	2,890,200
17.	Kellogg Company	2,886,800
18.	Ford Motor Co., Dealers	2,539,800
19.	Royal Crown Cola Co. /8ottlers	2,510,300
20.	Jos. Schlitz 8rewing Co.	2,233,100
21.	Shell Oil Co.	2,055,100
22.	Anheuser-8usch, Inc.	1,970,300
23.	Mars, Inc.	1,969,800
24.	Chrysler Corp., Dealers	1,906,400
25.	General Motors Corp., Dealers	1,892,000
26.	8orden Co.	1,857,800
27.	P. Lorillard Co.	1,698,000
28.	Carnation Co.	1,689,200
29.	8eech-Nut Life Savers, Inc.	1,687,700
30.	Standard 8rands, Inc.	1,641,600
31.	Lestoil Products, Inc.	1,539,900
32.	Corn Products Co.	1,491,500
33.	Helene Curtis Industries, Inc.	1,469,200
34.	Scott Paper Co.	1,414,100
35.	United Vintners, Inc.	1,351,400
36.	Simoniz Co.	1,340,400
37.	8rown & Williamson Tobacco Corp.	1,332,300
38	Ralston Purina Co.	1,328,100
39.	Pet Milk Co.	1,326,800
40.	National 8iscuit Co.	1,318,100
41.	U.S. Rubber Co.	1,292,700
42.	Avon Products, Inc.	1,269,800
43	Pabst 8rewing Co.	1,261,800
44.	Canadian 8reweries, Ltd	1,230,600
45.	National Dairy Products, Corp.	1,215,100
46.	Revlon, Inc.	1,133,700
47.	Eastern Air Lines, Inc.	1,124,100
48.	Sears Roebuck and Co.	1,118,300
49.	Shulton, Inc.	1,083,700
50.	Campbell Soup Co.	1,053,400
51.	Seven-Up Co./8ottlers	1,024,800
52.	Frito-Lay, Inc.	1,020,300
53.	Gold Seal Co.	1,019,100
54.	Falstaff 8rewing Corp.	1,009,700
55.	Sterling Drug, Inc.	991,600
56.	H.J. Heinz Co.	980,900
57.	Noxzema Chemical Co.	935,500
58.	Liggett & Myers Tobacco Co.	925,500
59.	Eversharp, Inc.	916,900
60.	Charles Pfizer Co.	903,200
61.	American Motors Corp. Dealers	892,400
62.	Carter Products, Inc.	886,400
63.	E. & J. Gallo Winery	876,600
64.	American Can Co.	846,800
65.	Welch Grape Juice Co.	814,300
66.	American Airlines, Inc.	811,800
67.	Olin Mathieson Chemical Corp.	773,400
68.	American Oil Co.	771,600
69.	Miles Laboratories, Inc.	767,300
70.	Purolator Products, Inc.	758,300
71.	Chesebrough-Pond's, Inc.	724,800
72.	Foremost Dairies, Inc.	709,100
73.	Liebmann 8reweries, Inc.	688,100
74.	U.S. 8orax & Chemical Corp.	685,400
75.	Johnson & Johnson	665,800
76.	P. 8allantine & Sons	657,900
77.	Swift & Co.	654,900
78.	Piel 8ros.	651,500
79.	Theo. Hamm 8rewing Co.	651,200
80.	Stroh 8rewery Co.	650,400
81.	Phillips Petroleum Co.	646,000
82.	Quaker Oats Co.	639,800
83.	Union Carbide Corp.	634,100
84.	Consolidated Cigar Corp.	630,400
85.	Hazel 8ishop, Inc.	628,700
86.	Hills 8ros. Coffee, Inc.	618,700
87.	Sunbeam Corp.	606,100
88.	Pearl 8rewing Corp.	594,800
89.	Pure Oil Co.	585,800
90.	Philip Morris, Inc.	575,800
91.	Cities Service Co.	556,700
92.	Toro Manufacturing Corp.	555,600
93.	C. Schmidt & Sons, Inc.	547,300
94.	American Sugar Refining Co.	546,300
95.	Wham-O Manufacturing Co.	544,100
96.	8eecham Products, Inc.	525,800
97.	Interstate 8akeries Corp.	524,300
98.	Gerber Products Co.	523,500
99	Schweppes (USA) Ltd./8ottlers	517,000
100.	Maybelline Co.	507,100

Source: Tv8 Rorabaugh

Pepsi Launches All-Out Campaign Promoting 'Generation' Theme

New York—Supported by heavy broadcast advertising, Pepsi-Cola is launching an all-out "record" promotion effort for its new theme, "Come Alive! You're in the Pepsi Generation."

The new theme represents a significant switch from the company's "Now It's Pepsi for Those Who Think Young" campaign, in use since 1961. According to Philip B. Hinerfeld, Pepsi's advertising vice president, the major reason for the change was the company's marketing decision to sell and advertise regular Pepsi-Cola and Diet Pepsi-Cola side by side.

The new "Pepsi generation" campaign song has already bowed on radio as an overture to the official campaign launch in tv and other media and as a tool to gain additional summer business. Recorded by Joanie Sommers, the song will be aired on over 3000 radio stations, including all four networks.

The tv side of the national campaign broke on Saturday night with Pepsi's co-sponsorship of the Miss America Pageant finals over CBS-TV.

It was pointed out that the company will continue its "total network television scatter plan" with spot commercial announcements placed on 14 major nighttime programs on the three networks. In announcing the new tv spots, Hinerfeld stressed their action nature. Included in the group are shots featuring an Amphicar driven in and out of a lake; a young couple zipping down a twisting mountain road, to rendezvous with a Pepsi vending machine carried by a helicopter's tow sling; rodeo action, surfing, bowling and swimming.

The company will also make available color tv spots for both use on the network and by local bottlers where color tv exists.

Pepsi's over-all tv planning calls for the use of more than 400 video outlets during the remainder of 1964 and through 1965.

In addition to broadcast, other media will be used on a large scale to give Pepsi-Cola "more dollar weight, more media frequency and more promotional effort than at any time previous in the company's history."

Details of the campaign were given Pepsi bottlers at a business conference in New York this weekend.

Radio To Play Big Part In Buick Ad Campaign

Flint, Mich. — Radio, both network and spot, will play an integral role as Buick tells its 1965 model story later this month.

In addition to other media, the radio campaign will be launched Sept. 23, with ABC airing 15 spots a week over about 310 stations and Mutual with the same number of spots, both running for a six-week period.

Buick has also purchased 15 spots per week on 195 stations in 97 major markets. These will run for four weeks.

McCann-Erickson, Inc., Detroit, is the agency.

Wagner Sells Ullman to Peter Frank

Los Angeles — In what was described as "one of the most sizeable monetary transactions in the syndication business," the Morton J. Wagner Companies, Inc., has announced the sale of one of its divisions, Richard H. Ullman Associates, to the Peter Frank Organization, Inc.

Wagner: "a unique approach"

Ullman Associates functions as both a creative and sales firm, providing stations with a variety of program production services, plus jingle packages. The unit also produces commercials.

In the joint announcement of the sale, Peter Frank pointed to the "highly significant" growth of Ullman Associates during the past year.

For his part, Wagner said, "Under Wagner ownership, Ullman began a unique approach to broadcasting needs which my companies have decided to continue through more specialized lines."

Although both the Wagner and Frank organizations are Los Angeles based, it was not announced where Ullman would be located.

Quaker Oats Shifts Life Cereal Account to DDB

New York — The account picture continues bright for Doyle Dane Bernbach, Inc. As of Jan. 1, the agency, which has just gone public, will have a new $1.5 million account in the house with the announcement that Quaker Oats has tapped the agency for Life Cereal.

Prior to this, the three-year-old cereal had been serviced by J. Walter Thompson in Chicago.

Just recently, Lever Brothers assigned DDB a substantial piece of business when it shifted Good Luck margarine, Breeze heavy duty detergent and a not yet named new product to the agency.

Also, earlier in the year, DDB managed to snare Quaker Oats and Mothers Oats. Compton Advertising was the loser in that case.

In still another agency shift, Helena Rubenstein announces the appointment of Warwick & Legler.

CTvC Offers Films, Synopses, Competing Commercials Schedules

New York — Another new service, called complete tv commercial reports (CTvC), was introduced last week as a primary information air on the tv battlefield—to find out what competition is up to.

The reports, produced by U.S. Teleservice of New York, will depict the "what, where, when and how" of tv commercials for competing products.

CTvC has already attracted keen interest of such heavy tv advertisers as Ford Motor, General Foods and Lever Brothers. Agencies reportedly interested: Benton & Bowles; Ogilvy, Benson & Mather; Sullivan Stauffer Colwell & Bayles; J. Walter Thompson.

In fact, three contracts have been finalized—by Lever, B&B, JWT—with Lever reportedly ordering the reports for all its product groups.

On a regular basis, CTvC will provide: (1) complete tv commercial schedules, by product groups, for the New York market, (2) a synopsis of each commercial's content, (3) the day and time slot that each is telecast, (4) the channel on which it appears, (5) its length and (6) a 16 mm sound-on-film reel of product-group commercials. All six segments of CTvC, or various combinations thereof, may be ordered.

Interest in CTvC usually comes from top executives who want to keep abreast of competition, says the man who originated the service, Bernard L. Schubert, owner and president of U.S. Teleservice. Creative people, he adds, are especially interested in new-commercial content.

Samuel Thurm, Lever vice president and advertising manager, acknowledges the creative uses of CTvC and indicates that he's purely interested in checking the creative moves of competition. "We can't tell how valuable the service is going to be until we actually see and use it for awhile," says Thurm. "We think it could be pretty good and we've decided to try it."

Benton & Bowles has subscribed to the film reels only. "We signed for the films so we could show them at our weekly planning board meetings," reports Victor Bloede, executive vice president of the agency. "We have signed for about 15 categories and will go over one category each week. It's difficult for our executive to see each and every commercial on the air—and they really should have the opportunity," says Bloede. Account groups, copy heads and art directors will also view the reels at B&B.

Cost of the complete weekly report for one product runs about $5000 a year, with adjustments according to activity in that category.

Explains U.S. Teleservice's Schubert: "Executive study sessions can compare the content of different

SYNOPSES OF COMMERCIAL CONTENT AND TIME SLOT ARE ALSO PROVIDED

SYNOPSIS	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
SALVO DETERGENT—Woman makes underhanded remarks about neighbor's wash being so white. Neighbor says I washed it with Salvo. Stresses: a wash so clean you'd think it was done by a laundry.				2-12:55 PM 2-12:51 PM			
SALVO DETERGENT—Husband tells wife she's a quitter becaues she sends wash out. She explains, Salvo did them. Stresses: wash so clean you'd think it was done by a laundry.					4-1:00 PM		
BORATEEM—Woman sings jingle on Borateem keeping clothes clean and fresh. Announcer points out that it protects you against perspiration odor on your clothes.			9-10:37 AM 2-11:42 AM	7-11:51 AM 9-3:30 PM			
BORATEEM Woman in supermarket is puzzled and asks why can't a detergent have multiple benefits rather than a singular one. Stresses: Borateem whitens, brightens, softens and boosts cleaning power.	9-4:02 PM		9-11:40 AM	9-11:40 AM 7-3:30 PM 9-4:10 PM	9-6:26 PM		
BORATEEM Announcer tells how Borateem protects baby against diaper rash. When added to detergent its bacteria fighter checks germ growth. Stresses: Borateem for all baby clothing and linen.	2-10:56 AM 9-1:49 PM	9-3:33 PM	7-12:18 PM 9-2:01 PM	2-11:16 AM	2-11:38 AM		
DUZ DETERGENT Neighbor drops glass and wants to pay for it. Woman explains how she gets them free in Duz. Stresses: free glasses and you save money for other things.	2-12:56 PM						

commercials in the same category for product-emphasis, sales points, merchandising tie-ins, promotions and contests."

And in terms of strategy, he explains, weekly New York schedules show the relative depth of tv penetration, product by product. "Analysis of this penetration, when matched with available sales figures, could provide valuable clues about competition's future plans," he adds.

Since an estimated 95 percent of most national advertisers' tv commercials are sooner or later shown in New York, commercials that are new there are good bets for hitting other markets throughout the country, it is believed.

Media men can find out the number of participations in other markets from other sources, Schubert states, "a service that we provide for New York. But we give a synopsis of the commercial that actually ran—what it was that was aired."

CTVC REPORT CALENDARS COMPETITIVE COMMERCIALS BY DAY OF THE WEEK

PRODUCTS	MON.	TUES	WED	THUR	FRI	SAT	SUN
AJAX LAUNDRY DETERGENT	1	2	0	2	0	0	3
ALL DETERGENT	0	1	0	0	1	1	0
BORATEEM	3	1	5	6	2	0	0
BREEZE	0	0	0	0	1	0	0
CHEER	1	0	0	1	0	0	0
COLD WATER 'ALL'	0	0	1	0	0	0	0
DASH DETERGENT	1	0	0	1	1	0	0
DREFT DETERGENT	0	1	0	0	0	0	0
DUZ DETERGENT	1	0	0	0	0	0	0
FAB DETERGENT	1	0	0	1	1	1	2
IVORY LIQUID	0	0	0	0	0	1	0
IVORY SNOW	0	1	0	1	0	0	0
OXYDOL DETERGENT	0	0	0	0	1	0	0
SALVO DETERGENT	0	0	0	2	1	0	0
SWAN FOR DISHES	0	0	0	0	1	0	0
TIDE DETERGENT	0	3	1	1	2	0	1
WISK DETERGENT	0	0	0	1	0	0	0

NBC's 'Today,' 'Tonight' Boast Record Quarter Sales

New York — With 45 advertisers spending almost $8 million, it's virtually standing-room-only on NBC-TV's *Today Show* and on *Tonight Show* starring Johnny Carson.

According to Mike Weinblatt, NBC-TV's director of participating sales, the fourth quarter billings are the highest ever achieved by the two programs since they went on the air. He added that it represented an almost sold-out position.

Buys on the two shows, it was pointed out, range from a single participation to great volume purchases. Sunbeam Corp. is the biggest spender with $830,000. Other heavy users of the two shows include Liggett & Myers Tobacco Co., $405,000 on *Tonight;* R. J. Reynolds Tobacco Co., $353,000 on *Today*; General Electric Co., $443,000; General Time Corp. (Westclox), $285,000; Allen Products Co. (for Alpo dog food) $265,000. The last three participate in both shows.

In commenting on the wide range of sponsorship, Weinblatt said that most of the 45 clients contributing to the record fourth quarter sales figures have supported the programs during all or most of the year.

Trade Press Focuses on New Tv Season

New York — As network sales departments clear up the few remaining availabilities in the fall evening schedule, the interest of the trade press turns to the new tv season's program lineup and sponsors in the 7:30 to 11 p.m. time period.

Despite the current attention, early in the spring SPONSOR researched and charted the now finalized fall fare and its advertiser (SPONSOR, Mar. 23, p. 32).

Based on 95 programs scheduled by the networks for prime time viewing, 89 percent of these shows were reported in the March story (including three series that have since undergone title changes).

The sponsorship picture was nearly as accurate—83 percent—for those advertisers who have bought time ranging from alternate week halves to full sponsorship. However, a good deal of business was locked up during the last few weeks via a flurry of minute participation buying.

Highlight of the sales picture earlier this year had been a movement to co-sponsorship that seemed ready to offset the seven-year trend to minute participation buying. But this movement was overcome by the last minute rush to minute buys.

Ten changes in the program lineup have been made since March. Three of last season's holdover were dropped, but all were replaced with other 1963 shows. Three hour-long shows were added on an alternating or "specials" basis, three new programs replaced other new fare that had been scheduled and a 1963 series was heldover in favor of a show that had been readied.

Alberto-Culver: Integrated Format for Multi-Products

Chicago—Alberto-Culver, major piggyback user and a leading foe of premium payments for piggybacks, admits that it is trying to find an integrated format for multi-products that will be acceptable under the NAB Code's revised piggyback amendment.

Alberto-Culver ad manager George Polk told SPONSOR that if his company can develop an integrated format that's as efficient as the piggyback format, thereby overcoming piggyback resistance among certain stations, A-C will, in material measure, adopt the integrated format.

Polk said that his company had already submitted an integrated technique in storyboard form to the NAB Code office for review. Should this particular format not meet NAB approval, another would be devised. However, Polk indicated that Alberto-Culver does not plan to abandon piggybacks entirely.

As the 10th largest spot tv advertiser in 1963, according to TvB figures, Alberto-Culver expended over $14.4 million in this category.

McCoy Calls for Single Product Commercials

Blair president wants end to triple-standard under NAB code; says admen should join in fight against piggybacks

Wichita, Kan. — Declaring that the ultimate goal in broadcasting should be allowing only one product, per commercial, Arthur H. McCoy, president of John Blair & Co. called on admen to join with broadcasters to clean up the present piggyback chaos.

Speaking before the advertising club of Wichita, the head of the station rep firm suggested that broadcasters "eliminate the triple standard the new NAB code has caused by treating all advertisers alike, whether they buy network shows, local programs or spots."

McCoy urged that "no exceptions be made," suggesting that stations adopt the same rule as "the network have for all advertisers; if a station is taking piggyback announcements from the network—and not being charged extra unit counts by the code—the same handling should apply to national spot accounts."

McCoy said that until single product commercials become the rule, only integrated commercials should be permitted.

"You men representing advertisers and agencies," he told his audience, "have as much at stake as we to insure a continuation of our commercial form of broadcasting. Tv station managers appreciate their obligation in the marketplace to operate in the public interest, convenience and necessity. This means establishing the right and fair policies on commercials handling. If this costs them some dollars in the interim, they must exercise their obligation. The powerful role they play in selling goods will get those dollars back."

McCoy continued: "If this means some advertisers must alter their tv commercials, it will only be because those charged with the responsibility of the medium have agreed that this move must be made to insure tv's continued healthy growth."

McCoy also told the admen: "You are doing your bit to help better broadcasting practices when you encourage radio and television stations to do public service broadcasts—even more, when you advertisers pick up the tab for some of them."

Petry Report Shows Trend to Spot Television by Cosmetic Industry

New York — Recording a 63 percent gain over a two-year period, spot tv advertising continues to be "the dominant media trend" in the cosmetic and toiletries industry, according to a just-released study by the television division of Edward Petry and Co.

The study was an up-dating of a report prepared by the firm two years ago covering 1956 through 1961. Expenditures in spot tv between 1961 and 1963, as noted in the new analysis, increased by $32 million, an even bigger boost than the increase registered by the industry over the previous five-year period.

Commenting on the study, Martin L. Nierman, executive vice president of Petry, declared: "Frankly, even we were surprised at the new dimensions of the beauty product advertising trend to spot television. The hair products field alone accounted for more spot dollars in 1963 than the entire industry invested in our medium just a few years ago."

In comparison with the other three top media, according to the report, the spot tv share of hair product budgets rose from 23 percent in 1956 to 33 percent in 1963. Spot tv, which was the second largest medium of perfume advertisers in 1961, took the lead by 1963 with 47 percent of the four-media investment. Also, spot tv expenditures in the deodorant field were more than two-and-a-half times the 1956 level, while shaving product advertisers nearly tripled their spot tv investment over the same period.

Roslow: Congressional Ratings Probe Helpful

St. Louis — An interviewer turned interviewee, Sydney Roslow, president of Pulse, Inc., told KMOX radio listeners that he didn't think the congressional investigation of ratings was really necessary, but he admitted they did do a job.

Speaking via a direct broadcast line from New York on KMOX's *At Your Service*, the researcher said the probes stepped up improvements in radio and other broadcasting research and tightened up discipline. Later in the interview, he said that he didn't think the mistakes were as serious as the headlines made them out to be.

When asked by a listener whether ratings are legitimate, Roslow declared that it's the only practical way to judge the number of listeners. "We simply can't reach every single person in the country. Even if the population stood still it would take a thousand years to reach everybody, so taking a sample of the population is the only logical way of measuring viewers or listeners."

Screen Gems Forms ILAMI, Ups Justin

New York — Screen Gems has upped merchandising director Ed Justin to vice president and general manager of the firm's merchandising division, and at the same time has announced formation of ILAMI, Ltd. (Interplanetary Licensing and Merchandising, Inc.).

The new subsidiary is described as an entirely separate merchandising entity. Currently, Justin is negotiating with major tv producers and distributors to handle their international exploitation and merchandising.

ILAMI, Ltd., is represented throughout the world, with offices in Denmark, Norway, Sweden, Finland, the United Kingdom, Brazil, Venezuela, Uruguay, Paraguay, Peru, Chile, Mexico, Japan, Australia, New Zealand, Holland, Belgium, Luxembourg and the Federal Republic of West Germany (including West Berlin).

It was pointed out that in addition to heading ILAMI operations, Justin will continue his merchandising activities in connection with all other Screen Gems' properties including *The Flintstones*, *Huckleberry Hound*, *Yogi Bear*, *Magilla Gorilla*, etc.

Justin: new vice president, manager

New HTI Purchase Panel Service Slated for Fall

Manhasset, N. Y. — Four thousand families are now being recruited for Home Testing Institute's entrance into the national purchase panel field. HTI, a marketing research organization, also measures the appeal of television programs via TvQ subscribed to by the three major networks as well as many advertising agencies.

In discussing the new venture, Henry Brenner, president of HTI, said: "Our involvement in a significant number of local and regional test market purchase panel studies over the past two or three years has given us confidence that we can gather useful and worthwhile purchase data from consumers through the mail using the diary technique."

Emphasizing that HTI's involvement will be initially on a limited and experimental scale, Brennan said that it was at the behest of the Scott Paper Co. that his firm entered the field.

Minimally, Brennan reported, purchase diaries will be maintained for 12 consecutive months beginning in late October.

HTI families being recruited for the new service will be quota controlled by the nine census areas and independently within each census area by market size as well as by family income and age of the housewife.

CBS Forms Japanese Subsidiary

New York — With Japan an important market for the U.S. tv product (see SPONSOR, Sept. 8, p. 4), CBS has formed a new subsidiary, CBS Japan, Inc. Opening its doors on Sept. 15 with a formal reception, the new unit will handle all sales of CBS Films in both Japan and Okinawa.

Koreaki Tajahashi, formerly with the firm which represented CBS in the past, has been named general manager of the operation.

In announcing the new subsidiary, Sam Cook Digges, administrative vice president of CBS Films, declared: "For U.S. television film distributors, Japan today is the world's most important non-English-speaking market."

He added: "Our business in Japan, which is becoming more intricate day by day, has increased fivefold in the past four years. We are opening this new office to establish closer ties with the Japanese broadcasters and to provide better service for our Japanese customers."

Currently, CBS is distributing more than 25 program series in Japan, including *Have Gun Will Travel*, *The Twentieth Century*, *The Defenders*, *CBS Reports* and *The Nurses*.

Pay Tv Utilizes Commercial Tv in Referendum Fight

Los Angeles — With the November elections looming and the question of pay tv in the hands of the voters, Subscription TeleVision, Inc., is taking its case to the people —this time, via free television.

An STV spokesman said that commercial television was being used currently on an experimental basis.

If the results seem to justify, the schedule would probably be expanded.

Using both 20-second and one-minute announcements in prime nighttime periods, Sylvester L. (Pat) Weaver is his own spokesman. His plea: don't freeze out the possibility of seeing things not available in commercial tv; protect your freedom of choice.

The pay tv battle, which has been extremely acrimonious in California, will be put before the voters in the form of a referendum in November.

Big problem facing STV is subscribers, and the company has put a freeze on exactly how many homes have been actually wired in Los Angeles and San Francisco since the system's debut earlier this summer.

The only figure they released was the number of orders placed, 37,600 as of Aug. 31.

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

Updating those who've been away

You, who have been on vacation or a summer sabbatical, may be wondering whether you've missed out on some more or less significant developments in the trade. Well, rest assured it's been a relatively quiet summer in that respect. No big shakeups in accounts, agencies or networks. About the only alienation was Lever Brothers' wiping out the last vestige of business at NBC-TV. The only serious flap stemmed from putting into effect the revised NAB code affecting tv piggybacks. Groups and individual stations here and there applied premium rates for such "shared commercials." Major piggyback users generally reacted with a "we won't pay." Two of them, Alberto-Culver and Colgate, expressed their displeasure rather vigorously. They pulled schedules completely from a number of stations and even took themselves out of certain markets as far as spot tv was concerned. Where the exodus involved only a station in the market, other stations, not saddled with premium tariffs, gleefully picked up the pieces. Now for the more peaceful and dollar-counting tides of the business: (1) Network tv daytime is at a virtual sell-out, for at least the fourth quarter. (2) The inventory left-overs in the nighttime sector for all three networks combined can't amount to more than 15 percent, which is pretty solid going. (3) National spot tv for the fourth quarter will probably wind up well ahead of last year, but there's still some misgivings among key reps. Choice minutes have reached the sell-out point, but the call for prime 20s and 10s has been somewhat slower than it was at this point a year ago. (4) Spot radio seems headed for a stronger last quarter than prevailed the year before. The automotives are buying more heavily for their model introductories. Already on the line are such perennials as Equitable Life and Cream of Wheat. Upjohn has come in with a hefty 52-week budget for Unicap vitamin. Colgate has indicated that some of the money siphoned from piggyback trouble markets will be ploughed into spot radio.

GF cuts and spends simultaneously

The tv networks are puzzled at the ambivalence that dominated General Foods' budgetary ad behavior during the past week. With one hand, the food processing giant was cutting back on nighttime expenditures at CBS-TV and Saturday kid show commitments on NBC-TV and with other hand the company was showering NBC-TV daytime with $2.5 million of new money from the Jell-O and Bakers divisions. The nighttimers that GF sought to get out of on CBS-TV were the *Cara Williams* series and *The Entertainers*. CBS agreed to 13 weeks of relief on the Williams show but refused to budge with regards to *The Entertainers*. The NBC-TV buys entail 11½ minutes a week. Worthy of special note is the fact that for the first time General Foods has linked itself to the sponsorship of daytime game shows and a soap opera (*The Doctors*). Incidentally, the Saturday a.m. cutbacks concern Post cereals and Koolaid. P. S.: R. J. Reynolds moved in fast and picked up what had been GF's half of the *Cara Williams Show*.

Fewer trade groups in network tv

Only four trade associations have elected to come in with the tv networks for the fourth quarter. That's somewhat of a setback from past years. Missing from the roster are such network tv users of recent years as American Petroleum Institute, Edison Electric Institute, California Prune Board, Florists Telegraph Delivery Assn., U.S. Brewers Foundation. "SponsorScope's" inquiry among the networks disclosed these trade association commitments for the last 1964 quarter:

TRADE GROUP	PROGRAMING
American Dairy	Huntley-Brinkley, plus a special, Small Town, U.S.A.
American Gas	Half of Ozzie & Harriet on ABC-TV.
Florida Citrus	23 night minutes on ABC-TV, some morning minutes on CBS-TV.
Savings & Loan	Participation in Robert Goulet special and the inauguration on CBS-TV; East-West game and special, The Capital, on NBC-TV.

Doubt: Ford testimonial angle

Confusion appears to prevail among a number of radio stations on the eve of the start of the 1965 Ford spot campaign. They're not sure now that they were wise in agreeing to ride along with Ford on an idea involving the extra-curricular participation of air personalities who would do the Ford commercials. The plot: these personal-

ities would visit Ford's Detroit plant to see the new line, drive a 1965 Ford during the run of the schedule and in the course of the commercial give personal testimonial to the virtues of the product. The question that has developed over, at least, the use of a free car: does this fall within the purview of the FCC directive against payola? The stations have asked their legal counsel for an opinion. Another horn of the dilemma on which stations find themselves: General Motors, letting it be known that such divisions as Chevrolet, Oldsmobile and Buick will not place schedules on programs whose presiding personalities lend themselves to anything smacking of a personal testimonial of the Ford car. The Ford campaign, administered by J. Walter Thompson, takes off next Wednesday.

Cold remedies lag in buying

The cold remedies are, apparently, taking their time about lining up their fall-winter spot tv schedules. Anyway, they've been late in calling for availabilities and the reps are puzzled about it. Yet to be heard from on the cold remedy front are Vick's, Sterling, Warner-Lambert, Bristol-Myers and Mentholatum. Contac has done some buying but in light fashion. Not much is expected from that source because of its increased network expenditure.

Agency program experts pick hits

Picking the winners among the coming season's network tv program newcomers is a pastime that any researcher, or his aunt, can engage in with impunity. But for an appraisal that's got "the" professional proximity and flair you still have to go to the agencymen on whose recommendations advertisers make their fall network buys. "SponsorScope" has polled a key set of agency program handicappers and the following is a consensus of their picks in winners and possible winners among the fresh product: THE WINNERS (should wind up among the top 15): *Peyton Place* (ABC-TV), *Gomer Pyle* (CBS-TV), *Cara Williams* (CBS-TV), *Bewitched* (ABC-TV). PROSPECTS ARE GOOD: *The Entertainers* (CBS-TV, a lot depends on the number of Carol Burnett appearances), *The Rogues* (NBC-TV), *Many Happy Returns* (CBS-TV), *The Tycoon* (ABC-TV). A possible sleeper, despite the strong competition: the Andy Williams and Jonathan Winters show.

ABC-TV edges competition on re-runs

ABC-TV's research crew took the Aug. 23 report covering 30 markets and came up with this comparison: of the 49 half-hours in the prime night schedule, ABC-TV had 20 of them, CBS-TV had 19 and NBC-TV had 10. Another bit of tom-toming that ensued: of the 54 half-hours in the same spectrum that had a 30 share or better, CBS scored 21, ABC, 19 and NBC, 14. All of which, apparently, goes to show how the competition washes out when the networks get down into the re-run arena.

Long news doesn't lengthen audiences

If you use average audience as a yardstick, the extension of Walter Cronkite and Huntley-Brinkley from 15-minute to half-hour strips proved no great shakes for either CBS-TV or NBC-TV. What gain there was in viewers was in the total audience column and for Cronkite only. The peak of the season usually serves as a good index for comparison. Hence the resort to the Nielsen March I and II reports for the following comparison of the audience fortunes of the two news strips in the skip from a quarter to a half-hour:

PROGRAM-YEAR	TOTAL AUDIENCE	AVERAGE AUDIENCE
Cronkite '63*	8,520,000	8,270,000
Cronkite '64**	8,930,000	7,700,000
Huntley-Brinkley '63*	8,720,000	8,370,000
Huntley-Brinkley '64**	8,520,000	8,210,000

*15-minute program; **30-minute program.

Nielsen's latest tv home tally

Nielsen's estimate of the number of tv homes in the United States as of September, 1964, is 52,600,000. That puts the penetration up to 93 percent. A breakout of U.S. census figures for May put the total tv homes at 52,098,000, which is 92.8 percent penetration. The breakout, proc-

CONTINUED ON NEXT PAGE

essed by the Advertising Research Foundation, also showed that 18.2 percent, or 9,475,000, of tv homes were equipped with two or more tv sets. Two years previously 14 percent of the tv homes had two or more sets.

Why nets will claim dominance fast

The impression on Madison Avenue is that the tv networks will try to claim audience dominance as fast as possible this fall. The pressure to do so will derive from the abnormal intrusion of political campaigning and the elections. Time preempted for these events precludes the creation of a real base for measuring the relative preference among viewers of the new nighttime entertainment schedules. Under ordinary circumstances advertisers have a pretty good idea of what's in store for their programs by the October II Nielsen. This year the decision to renew for the first 1964 quarter could be deferred until the availability of the Nielsen November II report. The networks aren't expected to let that happen if they can help it. Hence a likely disposition to claim dominance fast — and loud.

Shulton radio go just routine

The Shulton spot radio campaign out of Wesley Advertising, Inc., is the regular fall campaign and is exclusive of the pre-Christmas push for the Old Spice line. The fall run extends for 11 weeks and over 60 markets. Decision on the Christmas promotion is due in a week or so. Incidentally, the revamped Wesley setup now bills $13 million and has Tom Hubbard as the chief executive officer. Very knowledgeable Joan Rutman is the timebuyer.

Sample of car vs. home audience

A car radio survey which Hooper conducted for WKAT in the Miami market for June-July suggests an area which could stand a lot more exploration by the sellers of radio time. These significant facets emerged from the study: (1) of the six Miami stations with the largest total audiences, from 7 a.m. to 12 noon, four stations had about the same ratio of auto listening to in-home, (2) the other two stations had a much higher ratio of auto listening, one had 2.4 to 1 and the other (WKAT) 3.7 autos to 1 in-home listening. The car count, incidentally, was confined to autos registered within the home county (Dade). Offered by "Sponsor Scope" as a sample of this kind of survey, the following is a statistical excerpt from the Miami survey:

STATION	AVG. CAR LISTENING	AVG. IN-HOME SETS TUNED	CAR TO HOME RATIO
WKAT	5990	1610	3.7
A	9490	3880	2.4
B	10,900	6140	1.8
C	4470	2580	1.7
D	11,800	7100	1.7
E	5050	3230	1.6

Media change broadens Latex market

One result of International Latex's swing away from spot tv and concentration in network tv: change in the pattern of marketing and merchandising. The switch in media policy, involving a net of $6 million, stemmed from the tightened attitude toward piggybacks in the NAB code. All Latex commercials come in piggybacks. When virtually all Latex's tv budget went to spot, the company's marketing orientation was confined to the larger markets. Now that it has a continuity of exposure in over 200 markets, Latex will push more vigorously for wider distribution in the smaller cities and towns. An ironic side to Latex's tv media flip-flop: the difference that will accrue to stations. As a spot account, the $6 million budget brought a net of $4.5 million to stations. As a network account, the stations' share will be $2 million.

Lo, poor 'favored nations' clause

The "favored nations" clause in network tv contracts has come to have little practical validity. Agencies like to have the clause written in. It gives the client a sense of being protected against somebody paying less for time and talent than he does. But in actuality — that is, according to the pattern of network selling — the clause is as water-tight as a fish net. Virtually all sales are made in packages. If an advertiser protests that a participation in his show went for less to somebody else, the network has this ready comeback: but the price was merely part of a scatter plan; you can have the same package at the same

price. It happens that no two packages can be exactly alike, because invariably some program in the package has already been sold out. In other words, the favored nations clause has, like other practices in television, survived its unfeasibility.

Farm-events idea under scrutiny

Cunningham & Walsh is still exploring a plan for farm stations which it would like to submit to Geigy Chemical, a client. The plan: sponsorship of a batch of special events that would be put together by individual radio stations and directed primarily to farm audiences. The programs might consist of county fair remotes, grange meetings, important cattle auctions and the like. If practical, the buys would be on a flat or package, basis. The big question facing the plan: how many events of consequence could be made available during the course of a year? If the concept materializes it will be a precedent for farm radio.

Preview of TvB's 'big pitch'

The TvB's annual pow-wow, set for Nov. 16-19 at the Waldorf-Astoria, New York, will ask tv users to take a two-way look at the medium: backward and forward. The presentation — yet without a theme title — will review the various innovations in tv advertising for the past 10 years and suggest cases which could have been more advantageously exploited by the advertisers. Special attention will be directed at the feasibility of doing more with a commercial message than just selling the product to consumers. Such as (1) projecting the manufacturer's image, (2) making the supermarket operator more conscious of the new product in relation to the maker's track record. By pursuing commercial conceits along these lines the tv advertiser could reduce his cost-per-thousand. In other words, the CPM would be based on the number of goals designated for the commercial message. The presentation will also point out that the tv campaign can be used to improve techniques of distribution, train salesmen and inform stockholders. The TvB pitch will also have a section showing how new car dealers can increase showroom attendance. One idea: selling catalog on new models over the air.

NBC-TV eager to sell '65 AFL

NBC-TV apparently won't let the grass grow under its feet, not when it's got $36 million committed for rights. Even before the 1964 season of the American Football League could make its bow on ABC-TV last week, NBC-TV was out among advertisers and agencies disclosing the price tag for the AFL's 1965 season. The NBC-TV offer to prospects: (a) 18 regular season games, (b) a one-sixth sponsorship of the series for a total of $1,782,000, which entitles each sponsor to three commercial minutes per game. This figures out to be $33,000 per commercial minute. ABC-TV has been charging $23,000 per commercial minute for the same games. In its fact sheet on the AFL games to adevrtisers and agencies NBC-TV also estimated that the average rating should come out at 17.5. This is well over twice the rating that the same series on ABC-TV has been scoring. The average rating on ABC-TV for the regular AFL game was 7.3. Impression on Madison Avenue is that NBC-TV rushed out its proposition this early for this reason: to make sure that advertisers who are about to start planning their next year's budgets are aware of NBC-TV's takeover of the AFL rights.

New sights for TvB clinics

The TvB is putting a different emphasis and circumference on its sales clinics operation. There'll be far fewer of them, but what they lack in number they'll make up in depth. Last year the clinics toured over 100 markets. The new accent: more on management — both buying and selling sides. In the past the clinics focused their approach toward the salesmen.

A yardstick for preferable accounts

The ideal kind of account for an agency to have is one that spends more per share of corporate stock for advertising than it derives per share in profits. It's the sort of ratio agency top management make special note of in going after a package goods account. In the package goods field, according to the theory of agency savants, a growth company invariably widens the margin between these ratios from year to year.

WXYZ-TV HAS WON ANOTHER IMPORTANT AWARD
WHAT'S IN IT FOR YOU?

Yes, we like to win awards... and we like to tell people about them, too. When WXYZ-TV and its President, John F. Pival, were awarded the 1964 NATIONAL HEADLINERS AWARD for *"consistently outstanding television editorials,"* we were deeply gratified. But you might ask ... what's in it for me? Good question. And here's your answer. WXYZ-TV EDITORIALS are indicative of the concern for the community that has captured the *attention* of America's fifth largest television market. Attention! The *first* and most important step toward sales.

WXYZ-TV DETROIT abc

An ABC Owned Television Station

Is there a basic formula for ad themes?

Seeking "one best way" for producing successful commercials, an agency chief queried a sampling of top creative people in the industry, found some very sharp differences between the yea and the nay voters

■ Can admen pinpoint a certain basic formula to develop advertising themes for sponsors?

And what of computers—will they replace the creative thinker, making him "about as necessary as a washboard at the automatic laundry?" At some future date, will a machine with a "high IQ" be able to punch out a timeless "pause that refreshes" theme, thereby winning an award for the most creative computer?

More than just a little curious about this, Robert C. Lowe, Jr., partner in the Atlanta-based Lowe & Stevens agency, decided to find out.

He did.

And along the way, he gathered some highly diversified data.

He began by reading 28 speeches, 18 articles and three books, then talked to a lot of people about the subject.

Dissatisfied, he soberly decided to conduct his own survey and com-

Lowe & Stevens' Lowe one basic formula?

These top creative people received Robert Lowe, Jr.'s "Dear Bill" letters

Bea Adams

Thomas B. Adams

William Bernbach

Charles Brower

Leo Burnett

pile a consensus of creative-thinker opinion.

At random, Lowe picked 13 of the top creative people in the ageney business and wrote them a casual "Dear Bill" type of letter:

"Please do me a favor and answer the following question. You ean scribble your answer on the bottom of this letter, if you prefer.

"Do you think that there is such a thing as a basic formula for developing advertising themes?"

Lowe was astonished to find that "without any promise of reward or return favor, and without diselosing in any way why I wanted the information," 11 out of 13 — 84.6 percent — replied. And a number took his suggestion and jotted down their replies on the bottom of his letter.

After the creative smoke had cleared, Lowe totaled up the responses and found that those who do not believe that there is a basic formula outnumbered the "yeses" by an eight to three tally.

The majority's opinions ranged from the short but punehy "no's" of Bea Adams (Gardner Advertising's viee president for radio-tv) and William Bernbaeh (president, Doyle, Dane, Bernbaeh), through a dissertation on the topie by Thomas B. Adams, Campbell-Ewald's president.

In between, David Ogilvy, board chairman of Ogilvy, Benson & Mather, with his usual flair, replied that there was indeed a basie formula: brains. (Despite the positive approaeh, Lowe rated the reply as a "no" to the question.)

'IS THERE A BASIC THEME?' BOXSCORE

	Yes	No
Bea Adams, Gardner		X
Thomas B. Adams, C-E		X
William Bernbach, DDB		X
Charles Brower, BBDO		X
Leo Burnett, Burnett		X
Walter Guild, GB&B		X
Whit Hobbs, B&B	X	
Ernest Jones, MJ&A		X
David Ogilvy, OBM		X
Arthur E. Tatham, T-L	X	
Edward G. Zern, GMB	X	

Frankly interested in learning of a basie theme, MaeManus, John & Adams' president, Ernest A. Jones, suggested "If there is one—please let me know!"

Putting himself on reeord with a firm denunciation of formula advertising as "damn bad advertising," was Walter Guild, chairman of Guild, Baseom & Bonfigli:

"Is there a basie formula for developing a best selling novel, a hit play, or a system for beating the market?" he retorted. Leaving no room for doubt, he quiekly answered with a firm "no."

Leo Burnett, board chairman o the ageney that bears his name, con eurred. He did suggest, howeve that good researeh could be a ke to unloeking a theme "tha worked."

"I have learned that sueeessfu themes and 'selling propositions come mueh easier if the objective are elearly and eoncisely stated. Burnett explained, "and if the re sults of all available researeh (pa tieularly motivational researeh) ar brought to bear on the subjeet b fore you turn on the creative spig ots."

Walter Guild

Whit Hobbs

Ernest Jones

David Ogilvy

Arthur E. Tatham

Edward G Zern

After the theme starts to jell, he concluded, considerations of timing, believability, and relevancy, play a part in a final judgment.

In his lengthy reply, Thomas B. Adams of Campbell-Ewald immediately noted that it was difficult to answer the query because he was unsure exactly what was meant by "basic formula."

"The term implies a rather simple solution to a problem that I consider to be an exceedingly difficult one," he wrote. "If this is the case, then my answer is an emphatic *no*. I have yet to come across a 'formula' that has successfully met rigid and thorough analysis either by our company or by the advertising industry."

But, Adams continued, agencies are constantly striving for improved methods of advertising effectiveness. He noted that his agency is currently involved in new, highly sophisticated projects dealing with this intricate and complex subject.

"This is not to say, however, that we are hopeful of ever developing a basic formula in relation to themes . . . or copy, media, merchandising or other related communications subjects. It's just not that simple."

Regretting that his answer was "not very constructive," Adams explained that the strength of advertising lies in the fact that "there are very few formulas; so not being able to give you a formula does not disturb me. I hope that it does not disturb you."

Perhaps the last "no theme" word on the topic came from the pen of BBDO's president, Charles Brower.

He contended that if there were a formula, it would be the same one that "Mozart, Keats, and a lot of other guys followed on a higher level: interest, plus talent, plus devotion — with not a little desperation tossed in."

Brower reflected that maybe Churchill said it in "blood, sweat, and tears, but certainly computers can't express it.

"We have a computer and we love it," he emphasized, "but no one is ever going to get it to play the violin!"

On the other side of the theme, the three affirmative replies were from Edward G. Zern, vice president, Geyer, Morey, Ballard; Benton & Bowles' senior vice president, Whit Hobbs; and Arthur E. Tatham, chairman of the executive committee of Tatham-Laird.

Tatham simply declared that there was a basic formula for preparing for the formulation and development of advertising themes; but he didn't say what it was.

Edward G. Zern told Lowe that he had a basic formula, in the sense that he starts by asking five questions:

1. What is the advertising expected to accomplish, primarily?

2. What is the advertising expected to accomplish, secondarily?

3. Is this a realistic expectation in terms of budget and time limitations?

4. If so, what are the points to be made by the advertising in order to accomplish this, in order of importance?

5. What are the best ways to make these points?

"This is gross oversimplification, of course," Zern emphasized, "but . . . when these questions have been answered satisfactorily, the theme should be damn near spelled out, i.e., once you know precisely what the problem is."

Finally, Whit Hobbs wrote that the theme should be one that fits the marketing and copy strategy.

"This keeps the advertising theme from straying off the reservation.

"Should someone discover a better 'basic formula' for developing advertising themes," Hobbs declared, "the advertising world would beat a path to his door."

With these divergent comments in hand, Lowe naturally concluded that there was no miracle: he could offer no one formula as a result of his research.

But he did find a common ground between the two camps:

Aren't we all agreed, Lowe suggested, that training, experience, and trial and error are the logical, methodical means of approaching the development of an advertising theme?

Meanwhile, human creative talent seems to have one important edge over the inroads of computerization: the ability to think. Until such time as machines are able to play violins, today's creators won't have to worry about tomorrow's computers. ◆

Song of the open road

It's full speed ahead for new tire inflator-sealer thanks to tv and radio tests in America's first city

■ A new "giant" is being propelled toward successful national distribution by the immediate sales impact of broadcast media.

His name is Dapper Dan, and his tuxedo-clad figure prominently adorns the label of the new tire inflator-sealer that bears his name.

Fresh from a smashing test market introduction, the Dapper Dan product appears to be well on its way in a radio-tv push that could mushroom into a $2 to $3 million advertising campaign within the next 12 months.

Dan's function is to eliminate the necessity of changing flat tires. It is the first consumer item to be produced by the Impact Sales Div. of Impact Container Corp., which was recently acquired by the growth-minded Bernz-O-Matic Corp.

Through Smith & Dorian, radio and tv spots are now moving the product in the Philadelphia, Boston, Providence and Hartford-New Haven markets. And upcoming fall campaigns in Los Angeles and Detroit will shortly raise the spot budget to $65,000 per week. This is to be followed by pushes in Dallas, Houston and San Francisco. Additional markets will then be added, and Dan is expected to become a full-fledged nationally - distributed product by mid-1965.

In an unusual step, Impact launched its test campaign in the New York City market, and is delighted by the "beyond all expectations" results.

"The New York area was selected," says Smith & Dorian president Edward Robinson, "because tire sealers have been sold here in past years, presenting us with a large potential consumer group that had familiarity with such products."

With pre-established consumer awareness of the product, sales for Dapper Dan had been projected at a unit total of 100,000 for the 10-week New York test period. However, through the use of broadcast media almost exclusively, sales reached the 100,000 mark during the first four weeks and topped 400,000 at the close of the 10-week period, according to Impact Sales vice president, William Trzcinka.

Discussing spot campaign are William Trzcinka (left) of Impact Sales and Edward Robinson of S&D.

This was accomplished mainly through an average weekly spot schedule that consisted of over 80 tv and more than 40 radio commercials. They were aired on four video and three radio outlets.

"The radio and tv spots go hand-in-hand," says Trzcinka, who points out that there have been some 500 different tire sealer products produced in the U.S. during the past six years. "But most of them didn't work," he notes.

"Drivers are aware of the need for such an item, and we have to show them that Dapper Dan is the product that does the job. That's where our radio and tv commercials come into the picture."

Smith & Dorian's creative approach stresses the positive aspects of the product:

The video spots highlight the ease of application while visually demonstrating how Dapper Dan is used.

Working as a complement to tv, the radio spots, aired during driving time, hit home with the sales message by reaching the driver in his or her car.

The tv spot campaign utilizes a filmed 60-second announcement. There is also a 20-second commercial derived from the 60. They are aired both daytime and nighttime during fringe minutes, chain breaks and network adjacencies.

"Tv now constitutes about 75 percent of the ad budget," Robinson says, "and we will continue to place the major portion of the expenditures into this medium."

Sponsor Trzcinka estimates tha

Changing a flat tire is a "grimy, back-breaking job" for a man, and a virtually impossible task for a woman. Smith & Dorian's one-minute tv film spot for Dapper Dan stresses ease-of-use for the tire inflator-sealer product.

each year in the U.S. about 44 million tire flats, or significant losses in tire pressure, occur. Since women comprise 41 percent of the nation's drivers, they constitute a vast potential consumer group, often faced with the "impossible task" of changing a flat.

The video commercial stresses this point: "Changing a flat tire is a grimy, back-breaking job for a man and a virtually impossible task for a woman."

Filmed on a highway, the spot demonstrates the ease of using Dapper Dan as a temporary remedy guaranteed to inflate and seal a flat tire for a minimum of 100 miles of travel. And in keeping with the theme, the distaff side is featured in the demonstration.

As part of Impact's sales program, 10-second dealer tags can be used as the end of the 60-second spot.

Radio, too, is playing a major role in the success of Dapper Dan.

"It's a tremendous medium for us," Robinson explains, "for a driver can identify with the sales message; he or she knows that a flat tire is an inevitable part of a driver's life.

"Additionally," he continues, "a good radio commercial can almost give a verbal demonstration of how the product works. And live spots give us the added advantage of listener loyalty to the station personalities who do our spots."

Robinson also sees a big plus for Dapper Dan in the individualistic approach accorded the 60- and 30-second radio messages by station talents who have built followings via an off-beat or comical route. Their occasionally humorous diversions from the copy (e.g., Diaper Dan) have helped move the product.

Trzeinka sees Dapper Dan's sales reaching the 12 million unit mark at the end of 1965. To achieve this, he points to the marketing plan that is being followed.

Dapper Dan is distributed directly to retailers by Impact salesmen (over 150 in New York alone) on a store-by-store basis. This permits rigid maintenance of the $2.98 per unit fair trade price. Initial distribution is through gas stations, variety and department stores and hardware retailers. Then the item is placed in food chains.

"Our product still falls under the category of an impulse buy," says Trzeinka, "and so point-of-purchase display is most important. Our salesmen handle only the Dapper Dan product, so they are able to give the best type of service to retail outlets.

"Once radio and tv have done the initial job of informing the public, and demonstrating how the product works, Dapper Dan has to be available and attractively displayed at point-of-purchase."

Trzeinka emphasizes the tremendous market for a workable tire inflator-sealer. He observes that Dapper Dan has been "engineered" as a tire repair product, thus overcoming the deficiencies of its predecessors. This has been accomplished, he says, "by producing a container that has the capacity and pressure to properly inflate and seal a tire."

Past products, he explains, used conventional aerosol valves that weren't able to do the job.

Importantly, Impact sees its tire sealer as the first in a full line of new household consumer products under the Dapper Dan trademark. And broadcast media will again be called upon to trail blaze their introduction. ◆

Broadcast: answer to Sears S.O.S.

All Wichita stations join in boosting big sale as Sears store gives them test by dropping all print

Morrison: He planned

Jansen: He tried

■ In land-locked Wichita, S.O.S. means "sale of sales."

At least it did during the last week in July. That was the time of a special S.O.S. promotion sponsored there on radio and tv only by the local Sears store. This big midsummer drama was arranged with three acts in mind: (1) to boost merchandise sold during the hot-weather, midseason slowdown that generally leaves most retail stores empty in July, (2) to test the pull-power of radio-tv, (3) to move more merchandise.

Interestingly, the story begins with an ending.

A. P. Morrison, sales promotion manager for Sears-Witchita, was scheduled to retire after 38 years' service. But Morrison's dependable curiosity had been nagging him for a long, long time: Just how good would broadcast media be if they were really put to the test against the store's excellent record in print, developed carefully and slowly through the years?

"I'd like to get an answer to that one if it's the last thing I do," Morrison had long told himself. And now he was saying, "Why not — as *the* last thing I do before retiring?" It seemed an exciting, last-gesture project that might yield telling results. If so, he'd be leaving behind something of value. If not, well, he'd take the blame with him.

Morrison had a conference with Don Jansen, Sears' Wichita manager, to pose the question and a possible test. "Let's use broadcast media only — just radio and television — for one full week," he suggested. "No print whatsoever."

Store manager Jansen, whose previous experience with broadcasting had not left him with beautiful memories, had to be sold. Ultimately responsible for ad expenditures and results, he of course had a good executive's sense of caution.

But a few meetings and a few discussions later, Jansen was ready to try — not without reservations, however. He told representatives of Wichita stations that he was frankly "skeptical" of the ability of radio and television to initiate and sustain a store-wide sale with appreciable results.

And just to keep things where they properly belonged, he budgeted all advertising strictly from local-store funds — no co-op.

Then Jansen and Morrison signed for Sears with six radio stations — KAKE, KFH, KFDI, KLEO, KSIR and KWBB, all Wichita — and three television stations — KAKE-TV and KARD-TV Wichita and KTVH Hutchinson-Wichita. In short, they had every station in the market.

Total media budget for the week was $6000. Each radio station had $500 to budget its spot schedules and each tv station, $1000. All radio spots were 30 seconds long and all tv spots were IDs (see chart).

The intro for all spots was identical — telephone ringing, followed by a woman's voice: "This is Sears, where we're having our sale of sales . . ."

The intro was followed by one strong leader on tv and, on radio, by one strong leader and two institutional leaders. Fifty-eight sale items were featured in rotation on

Sears Spot Schedule

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Radio	129	153	160	159	161	152	65
Tv	13	25	27	27	27	24	

Sponsors and media men discuss the Wichita Sears "sale of sales" (from left): Don Jansen, Sears manager; A. P. Morrison, Sears sales promotion manager; M. Crawford Clark, vice president of KSIR Wichita; Bob MCune, commercial manager of KAKE Wichita; John Milham, promotion manager of KTVH-TV Hutchinson-Wichita.

radio, with each station offering the same items. Tv featured a total of 13 sale items.

Sears used no print during the entire week (Sunday through Saturday), although Wichita has both a morning and an evening newspaper with whom the store normally spends an estimated $5500 a week.

What were the results of the sale?

Due to the store's policy of not releasing specific figures, gross increases cannot be told. But you can be sure they were up.

Store manager Jansen reports that the entire week was "an unqualified success" and that totals for the week-long sale showed a "very substantial" increase over the same period last year.

The opening days, especially — Monday, Tuesday and Wednesday — proved "completely outstanding," Jansen adds.

As a result, there's more broadcast advertising in Sears' future, both radio and tv.

Although Jansen wisely won't commit himself to specific plans, he says he wants to repeat the radio-tv approach at least three times a year, presumably in times of stress when something special is needed to buoy up sagging sales statistics.

Moreover, Jansen says he may use radio and tv periodically, in addition to other full-scale promotions, just to expand his store's territory. He says that with good reason, for his S.O.S. sale delivered some very telling information:

- License plates in the store's 1000-car parking lot indicated that broadcast media had tremendously expanded the normal area from which Sears customers came.
- Such increased reach was corroborated by other records that the store, itself, maintains — such things as delivery addresses and charge accounts.
- Sears' reach was extended not only in distance, but also in depth. Department heads reported an "unusual" number of customers asking where specific items were located in the store. Since regular customers generally know where stock is displayed, the store realized that its broadcast advertising had attracted many *new* customers — people who don't usually trade there.

Thus radio and tv proved that they could stand wholly on their own. With little or no fanfare, they took over on the spur-of-the-moment, so to speak, and still outdrew the ad medium to which customers had been Sears-conditioned through the years. Most important of all, perhaps, they didn't build volume only — they also built reach and impact by attracting new customers and people from beyond the usual Sears territory.

They even provided some humor by winning over at least one apparently long-time hold-out. One 30-year resident of Wichita telephoned the store to ask where, exactly, it was located. ◆

In-store promotion was co-sponsored by Butternut Bread and Riceland Rice. Negro-appeal station WBEE Modesto, Calif., personality Jim Reese interviewed shoppers, presented each one interviewed with silver dollar and sponsors' products. Past year's sponsors included Quaker Oats.

WNJR Newark's merchandising man, Clint Miller, sets up display in area supermarket. Station's general manager, Leonard Mirelson, says that Negroes are more brand conscious than non-Negroes, that they buy more bread, wine, beer, alcoholic beverages, shoes and soft drinks.

The Negro consumer

Executives of Negro-programed stations have studied the psychology of the Negro consumer the hard way. Some see few Negro-white differences, most pinpoint dissimilarities

■ The adman or media strategist who feels that the psychological makeup of the American Negro consumer can be studied in a Madison Avenue board room is kidding himself.

He's also taking a chance on missing or even offending the $25 billion market U.S. Negroes today represent, and failing to come up with the kind of eye-opening results from the use of Negro-aimed media, particularly radio, which often occur (see separate roundup of Negro radio successes).

True, a great deal can be learned from research, of which there is a growing stockpile in the field (see SPONSOR, Aug. 17, 1964). Independent research firms like Opinion Research, Furst Surveys and Center for Research in Marketing have probed consumer habits and media preferences to provide a basis for approaching the Negro market.

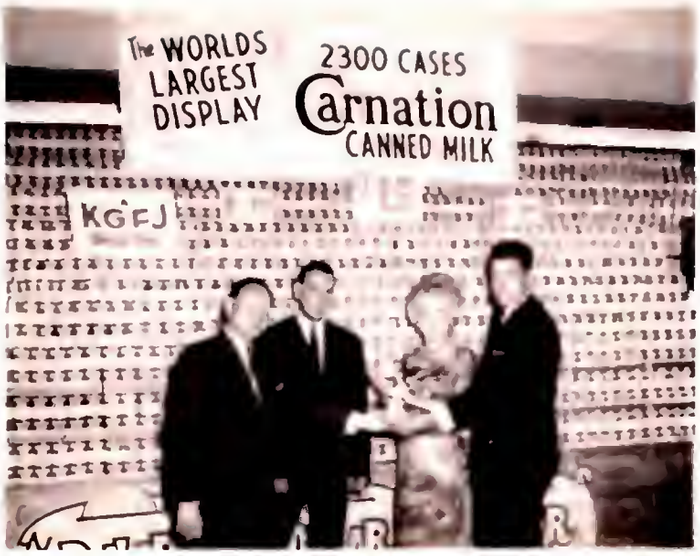
Forward-thinking media reps, a growing force in the field of Negro-directed broadcast media, have pinpointed much of the available statistical data in terms of specific markets (Bernard Howard and Co., for instance, has commissioned market-by-market breakouts of Negro expenditures in 15 major cities in which the rep firm handles Negro-programed radio stations).

Even so, there's still an extra area in which admen can gain insight concerning the purchasing habits and psychology of the Negro consumer: broadcasters.

The station manager or sales manager of a Negro-programed radio outlet doesn't think in terms of "general" audience, and certainly not in network program terms. He's an independent broadcaster, gaining his national or regional spot revenue via reps and his local business by pounding pavements.

He knows the retailer who sells to Negroes. He ought to; most Negro stations built their business in local accounts long before the medium attracted national blue chips. He's heard, over and over again, the local problems of selling soap and cigarets and Cadillacs and

WABQ Cleveland's "Tiger Girl" and personality Ed Wright during Pet promotion. Station's research shows one-third of Cleveland population is Negro, that the Negro population composes 75,000 homes with an average of $4144 income, of which 70 percent goes to retail purchases.



KGFJ Los Angeles brought more than 5000 people to Shop-Rite store during benefit breakfast. Above Max Zatz, Shop-Rite co-owner; Bill Stroud, Shop-Rite chain supervisor and buyer; Molly Low, KGFJ sales manager, Dave Teeter, Carnation. Shop-Rite, Carnation provided food.

—what broadcasters have learned about him

hominy grits and hi-fi sets and patent medicines to Negro customers.

He may not have "the national picture," but he's long since put a lot of boundaries around the situation in his own market.

How do broadcasters' individual comments form a composite picture of the Negro consumer?

It looks something like this:

Spends more of his spendable income . . . status conscious . . . high brand loyalty . . . buys without bargaining . . . buys the best available . . . spends more on food and rent . . . buys on impulse . . . buys less private labels.

These are a few of the phrases picked out of station managers' answers to the question, "What have you learned of the differences and similarities between consumer purchases in Negro and non-Negro homes?"

What similarities exist between Negro and non-Negro buying? Not many managers feel the two groups have the same buying habits. Out of a random sample of 50 of the answers only seven indicate that there is "no great difference," or that there is "marked similarity" or that, as to differences, there are "none."

Most feel — as does Russell George of WOIC Columbia, S. C. —"There is a difference." As Donald K. Clark, WVOL Berry Hill (Nashville), Tenn., put it: "Far more [difference] than these few spaces will permit me to say."

What are the differences? The most frequently mentioned pattern — cited by 52 percent of the station managers answering the question in a recent SPONSOR survey — was that the Negro is "much more brand conscious" (Reese J. Vaughn, WTHB North Augusta, S.C.—Augusta, Ga.). Here are some of those comments:

"The Negro has now become much more brand conscious due to shoddy merchandise pushed off on him in the past." — Mr. Vaughn, WTHB.

"Extremely . . . brand conscious. Negroes will pay top dollar for quality merchandise and services, are suspicious of so-called specials designed for them alone."—Paul E. Hoy, station manager, WRBD Pompano Beach (Fort Lauderdale), Fla.

"The Negro is a brand buyer, possibly in an effort to defend himself against shoddy merchandise." —Alexander Keirsey, station manager, WOBS Jacksonville, Fla.

"Negroes buy well-advertised brand names as insurance against being victimized." Stuart J. Hepburn, station manager, KNOK Dallas-Fort Worth.

"Negroes will always buy the top quality they can afford and are impressed by well-promoted name brands. Both like good bargains on good merchandise but whites will buy cheaper merchandise for a price." — Neil K Searles, station manager, WAWA West Allis (Milwaukee).

In proportion to their income, Negroes tend to spend more on food, buy in bulk quantities, con-

centrate on inexpensive meats, stick to basic food necessities, station managers say. The reasons are most likely economic and it would seem improbable that the buying patterns differ substantially from those of other groups in the same economic strata. Perhaps where the major differences come in are in purchases of luxuries and entertainment. And, as his income grows, the station managers feel, the Negro tends to pay more for merchandise than do non-Negro customers and according to a Los Angeles tabulation — spends more of his dollar for many items than do whites.

"Negroes tend slightly to buy a little more non-essentials for their income bracket — more records, more radios, more cars, etc," said J. T. Whitlock, station manager of WLBN Lebanon, Ky.

"Heavy purchase of high prestige lines. Heavy purchase of convenience items. Super consumption of certain categories—starches, beers, soft drinks, etc." — Walter Conway, station manager, KDIA Oakland.

"Negroes seem to buy in large bulk such staples as corn meal, flour, sugar, beans, etc. In prepared meat products such as sausage, bacon, etc., they seem to buy the same as do white homes. But

Case histories show power

Problem: Community relations for regional brewer.
Product: Jax Beer
Station: KCOH Houston, Texas

Negroes want better jobs, and the advertiser willing to give them a helping hand benefits at the sales counter. Less than two seasons ago, Jackson Brewing (Jax Beer) signed for a regularly scheduled 15-minute morning show titled *Job Opportunities*, which was simply news of jobs available. Since KCOH is a full-time Negro-appeal station, listeners know automatically that there is no color barrier on the jobs.

Results: More than 1700 Negroes have been placed in jobs, including one group of 20 in overseas jobs for a leading hotel chain. The station has processed some 20,000 phone calls from listeners. The sponsor's image has been brightened considerably in the Houston Negro community.

Problem: Multi-product-sponsored "Lawn Carnival"
Products: Various (see below)
Station: WHAT Philadelphia

Veteran Negro-appeal broadcaster Dolly Banks (she's the manager of the station) told SPONSOR concerning the Third Annual WHAT Lawn Carnival:

"We welcomed some 15,000 men, women and children who wrote some 10,500 requests for tickets to WHAT's spacious grounds, and plied them with all sorts of carnivalia: wild animals, thousands of free prizes, a three-hour stage presentation, a record hop organized by teen idol Jerry Blavat. Client participation was notably increased for this year's effort. Some of the exhibitors included Ballantine Beer, Atlantic Refining, Liggett & Myers, Yankee Maid Meat Products, Pepsi-Cola, BC Remedy and Pharmaco (Artra Cosmetics). Philadelphia police reported the largest traffic concentration in the history of the area, which is primarily residential and institutional."

Problem: Distribution for new-to-area canned foods
Product: Red Cross Brand Foods (Consolidated Canners)
Station: WAAA Winston-Salem

Reports vice president in charge of operations C. R. Daly:

"One of our outstanding success stories was done for Red Cross Brand canned foods, Sonny Smith agency of Charlotte. In-store broadcast of two-hour duration sold 60 cases of Red Cross products. Broadcast was from Food Fair Store. This campaign was introducing Red Cross Foods in this area, and this station did more than 80 percent of the business. Client and agency were well pleased."

They were indeed. Ralph B. Dyer, sales manager of the canning firm, wrote to WAAA: "You may have felt that your efforts on our behalf went unnoticed, but such is surely not the case. Your cooperation with our brokers and our advertising agency has been outstanding."

Problem: Establish validity of Negro-appeal media
Product: Department store
Station: WSID Baltimore

A rapid-fire success in Negro-appeal is reported by George Corwin, general manager of Baltimore's WSID:

"Brager-Gutman's, one of our five largest department stores in Baltimore, which has always welcomed Negro trade, had never used media which were pegged to the Negro market.

"Their first venture was on WSID, the period of June 30 through July 3 of this year. Brager-Gutman's showed a 13.2 percent increase in total store volume for that week over the previous year.

"The millinery department, with its WSID-advertised item, tripled its business for the same period. Also, to the amazement of the ad-

on meats cut to order they buy more of the economic cuts," says Fred J. Webb, station manager, WNOO Chattanooga.

Not all agree: says Mr. Hepburn of KNOK, "Another important difference in Negro buying patterns is that many Negro women work and this makes them a prime market for convenience products. Negroes are above average customers of such items as frozen foods, processed milk, canned peas, rice, all-purpose flour, refrigerated biscuits, spaghetti and many other products. Negro homemakers will purchase better quality products and pay a little more rather than shop for prices as do many white homemakers."

There is a tendency among station managers to look at Negro buying habits as creating a 100 percent consumption of earned dollars

R. W. Nickles, station manager of KFAL, Fulton, Mo., says that "Negro homes spend everything they make," that they are heavy installment buyers. James F. Ramsy, WJAY Mullins, S. C., notes that the Negro "seems to have less regard for savings, will buy just as long as money holds out or credit can be secured."

All of the answers, of course, are geographically scattered, they

# of Negro-appeal radio

vertiser, many of the customers mentioned hearing the advertised item on WSID. The result of this short campaign is that Brager-Gutman's (we are proud to say) is a steady advertiser on WSID with plans to increase this fall.

"With the advent of civil rights legislation, and the increasing freedom the Negro has derived, more than one media buyer has asked me: 'Is Negro radio an anachronism?' My answer is emphatically 'No.'"

Problem: Real estate sales to Negro community
Product: New housing development
Station: WOIC Columbia, S. C.

Home ownership is an important part of life to the "new Negro," as witness this sales success reported by WOIC's Frank Harris, commercial manager:

"The C. D. Spangler Construction Co. of Charlotte, N.C., built a 300-home development for Negroes on the outskirts of Columbia, and used a saturation spot schedule on WOIC as its chief advertising. During the first two weeks after the opening, 12 homes and 32 lots were sold, with most of the prospects coming in as a result of the schedule on WOIC.

"Encouraged by this, the client then ordered two remote broadcasts directly from the development, inviting people to its 'open house.' Hundreds of people came to each broadcast. A number of additional homes and lots were sold. The client has maintained a steady spot schedule for the past two months, but WOIC stands in imminent danger of losing the account because everything will be sold!"

Problem: Sales boost for canned milk
Product: Carnation Milk
Station: KATZ St. Louis

Earlier this summer, KATZ staged a live broadcast from the Bettendorf-Rapp Supermarket in St. Louis. Reported Martin O'R. Browne, vice president and general manager:

"The records of both the store and the Carnation Milk Company indicated that, with the exception of one or two special in-store promotions, this location never sold more than six cases of milk during any one week. By placing our disk jockeys, Dave Dixon and Don Brooks, in the store for several hours on a Saturday afternoon, and by backing this promotion with a series of 36 one-minute commercials plus samplings of records we gave to the crowds with the purchase of seven cans of milk, we sold in excess of 68 cases of Carnation Milk that particular afternoon. This was done without an exceptional product price advantage. The patter of our deejays was built around the fact that they could not go home until they were released from a 'jail' of Carnation Milk cans."

Problem: Promotion for major cigaret brand
Product: Chesterfield Kings (Liggett & Myers)
Station: WEBB Baltimore

A favorite local-level success at this Negro-appeal station is described thusly by Samuel E. Feldman, executive vice president and manager:

"Three years ago, the Liggett & Myers' representatives and agency called on the radio station and handed us a tough assignment in promoting Chesterfield Kings. They advised us that they felt it might be hopeless because of the slipping of their share of the market here in Baltimore.

"They bought five programs a week and identified Chesterfield Kings with one of our top air personalities, Rockin' Robin, who went out one morning each week with the salesman calling on the trade. The sales of the cigarets made an about-face, and proceeded to climb to a satisfactory position."

are random, they are subjective. There seem to be three major themes running through the responses, however:

• Negroes are more brand conscious than whites — this is explained by some station managers as due to fear of being victimized by off-brands, by others as status consciousness.

• Negroes spend more of their income on food, are heavy buyers of bulk "casserole" items — it would seem that these tendencies are proportionate to income, and the reason is probably that their income, being lower as a national average, must buy just about the same amount of food and shelter that higher incomes do.

• Negroes spend more, proportionately, on luxury items in food and hard merchandise lines than do whites — if this be true (and the habit is reported in a large number of surveys) — then the reasons are most likely psychological. A luxury is frequently more necessary than a necessity, especially among low-income groups. ◆

Memphis' WDIA checks Negro product purchasing with station's own "pantry shelf" panel survey

■ Although broadcasters operating Negro-appeal stations have a well-developed familiarity with Negroes as purchasing consumers, and their opinions carry weight with agencies, the best answer to the problem of pinpointing Negro consumer trends lies in a full-fledged panel survey.

Such a study has been under way in Memphis for several seasons, conducted by an independent marketing organization for Negro-oriented WDIA. The study, which is continuous, uses 100 Negro families carefully selected to form a representative socio-economic cross-section of the Memphis-area Negro market.

A number of major national advertisers — such as Armour, Continental Baking, Plough, P&G, and Kraft — and major agencies, from Burnett to J. Walter Thompson, have used the WDIA panel to answer specific marketing questions.

Officials of WDIA feel there's a close cause-&-effect relationship between advertising in Negro radio and rating high in product sales to Negroes. Here are highlights from the latest WDIA consumer panel study.

• Negro families, with a higher birth rate than that of white families, are a prime market for baby foods. In this area, according to the WDIA survey, Gerber is the leader, with a purchasing edge of two-to-one over Heinz.

• Cigarets, as far as Negro purchases in Memphis go, follow a pattern similar, but not exactly comparable, to general U.S. purchases. Pall Mall is the top brand, followed very closely by Winston. Each had a score about three times as high as the next-highest brand, Luckies. Both cigaret brands are big users of Negro radio and other Negro media.

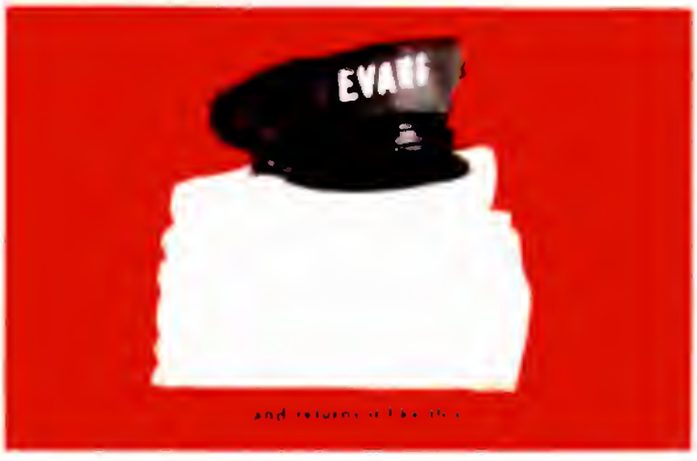
• Toothpaste presents an interesting puzzle to marketers studying the Negro market. Pepsodent, and other Lever toothpaste brands, have lately been pushing harder to reach Negroes with a variety of approaches, including air advertising. Colgate toothpaste, however, has better than a 15-to-one edge in the WDIA survey, even though it rarely uses Negro media. Share of market for Pepsodent, Crest and others, nevertheless, has been increasing slowly in Negro areas, and Colgate may eventually be pushed into Negro air media in self-defense to hold its commanding lead.

• Canned milk, a versatile convenience food, is popular in Negro homes. For years, two major brands — Carnation and Pet Milk — have waged a see-saw sales battle in Negro communities. Both are heavy users of Negro-appeal radio. Their scores in the WDIA survey are revealing: Both brands had sales leads over other competing brands (national, regional and private-label, such as Kroger) which ran anywhere from 10-to-one to 40-to-1. However, both Carnation and Pet had purchasing scores that were quite close, with only about a 10 percent advantage for Pet over Carnation. Moral: when two major brands of the same item use Negro air media, both make important gains. A similar neck-and-neck race exists between Coca-Cola and Pepsi-Cola, both of which are regular advertisers in Negro radio through local bottlers.

• Housewives are confronted with a bewildering array of packaged detergents in a modern supermarket. But in the Negro community of Memphis, one detergent — P&G's Tide — is miles ahead of the competition. According to the WDIA survey, about 50 packages of Tide are sold for every one package of Breeze, Chiffon, Dash, Lux Liquid, Salvo, Super Suds, Surf, Wisk, Thrill or Energy. Only Cheer gives Tide any competition, and the advantage for Tide over Cheer is about four to one. One good reason: Tide is one of the few detergents which has regular Negro radio campaigns.

According to WDIA manager Bert Ferguson, a veteran of nearly two decades of Negro-appeal broadcasting, the WDIA project is "the only known Negro consumer panel in the United States which is a continuous study." ◆

Family bundle: laundry's boodle



Omaha laundry breaks local tradition by advertising humdrum services on tv, sees 8 percent increase in 2 fast months

■ In the laundry and dry cleaning business, what's known as "the family bundle" (sheets and pillow cases) is considered by many to be a "dead area" and not worth advertising.

Not so at Evans Laundry, Omaha, Neb. They not only decided to advertise, but to do it via television. And after just two months of a consistent campaign, they realized an 8 percent growth in "family bundle" business.

"We've never had such success before," says Bob Thurmond, president of Evans Laundry and Dry Cleaners. "No other cleaning firm in Omaha advertises laundry, but we do. We didn't think it was a dead area, and we've proven it. We've spent twice as much money in the newspaper and got less to show for it."

For this campaign, Evans used only television and only KMTV Omaha. The laundry runs an average of 50 spots a week, spread throughout the day and scheduled most heavily in the early part of the week — when housewives are likely to be thinking about laundry problems. Estimated cost: around $1750 a week.

"We faced the fact that every house has a washer and a dryer," Bob Thurmond explains. "But we also realized that wives were going out to the laundromats."

So Thurmond called the laundry's agency, Bozell and Jacobs of Omaha, and told them to go ahead, giving them free rein with tv. What the potential customer ultimately got to see on tv is excellent use of the 10-second spot. It gets the message across.

The ad consists of two slides. One shows a spilled hamper of soiled linens. Voice-over says, "Evans takes all your laundry like this . . .

". . . and returns it like this. Eight pounds for just $1.99." The second slide, which has flashed onto the screen by this time, shows clean and neatly folded sheets and towels all stacked and ready for the linen closet. As a motif that visually identifies the sponsor, an Evans laundry deliveryman's cap rests on top of the stack (see cut).

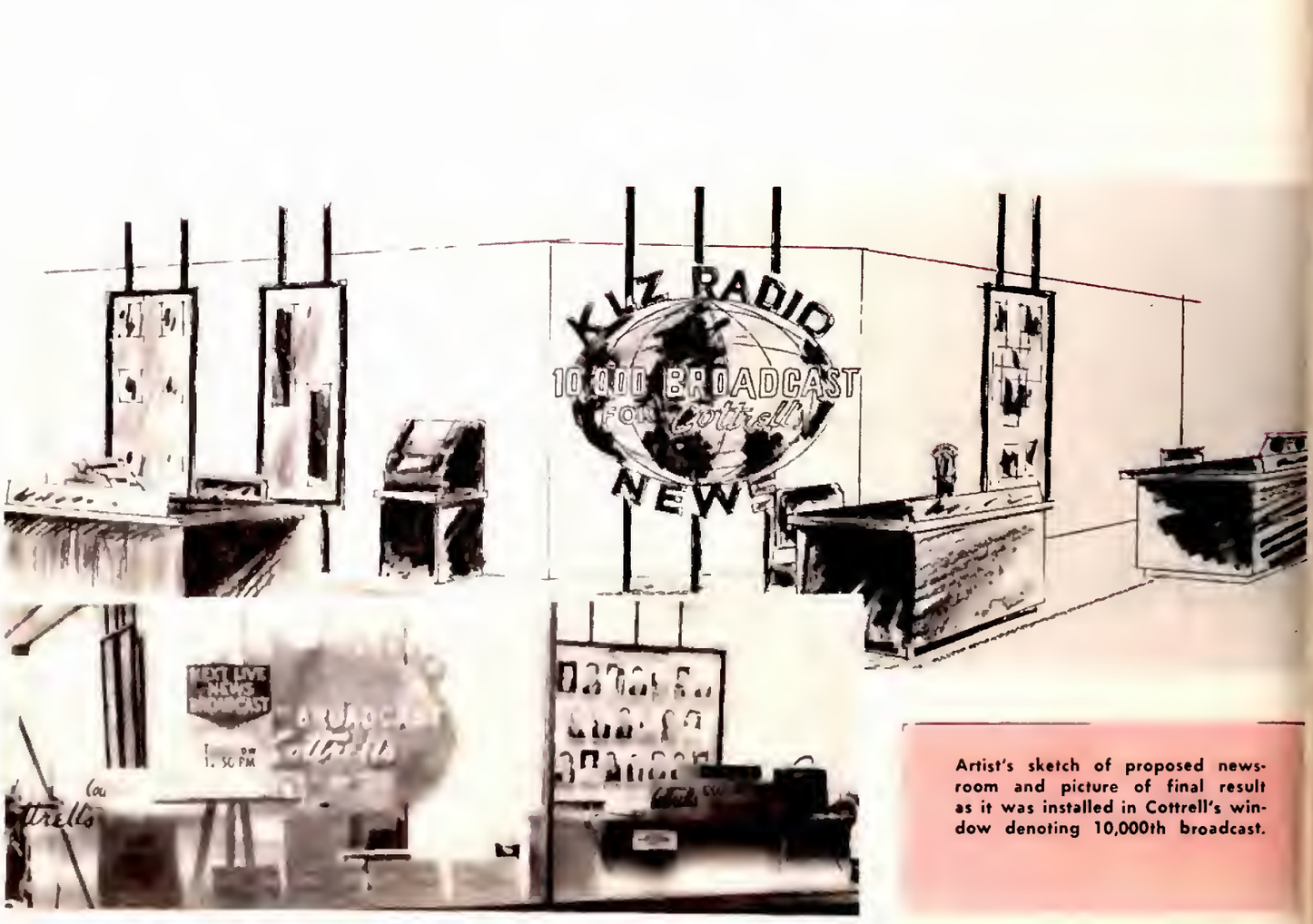
Allen Bush, account executive at Bozell and Jacobs, is also very pleased with the campaign. "The laundry gets phone calls," he points out, "saying 'I'd like to have what I saw on tv'."

The laundry, with 15 branch plants and 10 routes, is one of the few in the Midwest doing more than $1 million worth of business a year. Although it was founded in 1876, it's been in the Thurmond family since 1885 when Bob's grandfather, who had started as a routeman for the original owners, took over. Headquarters are still on the original Omaha site.

Leaving its advertising in the hands of the agency and KMTV, Evans Laundry plans to continue with television. Budgets allocate a flat 1½ percent of gross sales for advertising. In the future, the laundry's spots will feature one-hour cleaning, free storage for winter garments, plus laundry and shirt services.

Original Cottrell Clothing Co. in downtown Denver (above) . . .

Radio suits men



Artist's sketch of proposed newsroom and picture of final result as it was installed in Cottrell's window denoting 10,000th broadcast.

. . . grew into today's business block, all helped by radio.

Testing and retesting radio's pull via 33-year-old news show, Denver clothing store says medium's best for winning male customers, perpetuating image of reliability, breaking own sales records

■ Cottrell's, a men's clothing store, has sponsored the same 5 p.m. newscast on KLZ Denver for more than 33 years, undoubtedly a record for long term — and productive — use of radio.

"There's just too much at stake in the clothing business to gamble on anything that doesn't pay off," says William E. Glass, president of the store. "If we weren't happy with results, we wouldn't have stayed."

And Cottrell's recently underlined its loyalty to radio by checking off its 10,000th broadcast. In observance of the event, KLZ set up an actual newsroom in the store's corner show window where, for a week ahead of time, newscasts originated live. The display pulled a good sidewalk audience no matter what the time of day. And it notably increased traffic inside the store.

The effective pull of radio advertising comes as no surprise to Cottrell's, however.

Novel display proved a regular sidewalk traffic-stopper and added notably to traffic inside store

Consider a crisis that occurred about ten years ago, for example.

Cottrell's has always run a full-page Christmas newspaper ad to announce their day-after-Christmas sale, usually one of their largest. Through a scheduling mix-up one year, however, the expected ad didn't appear.

Store executives quickly called Mary Robertson, who then — as now — handled most of Cottrell's advertising for their agency, Marshall Robertson Advertising of Denver.

"What — if anything — can be done?" the harried executives asked.

Miss Robertson calmly came up

with an act-fast solution: Although it was too late to run another newspaper ad, why not, she asked, announce the sale via radio? A good one-day saturation campaign, she explained, would let all Denver know that the sale would be conducted as usual.

Cottrell's said "Go ahead" — and the next day realized what, up to that time, was their largest one-day gross ever. There was no doubt as to what had created the unprecedented turnout and buying activity. The credit, clearly, was radio's.

Impressive as that example is, it's not the only one that Cottrell's can cite of radio's impact.

Two years ago, the store featured a special promotion of Hart, Schaffner & Marx suits and topcoats, advertising exclusively on radio. Time purchased: A total of four announcements on three Denver stations. Expenditure was just $48.

And radio — along with Cottrell's — scored again.

"It brought us the greatest one-day business in the 56-year history of our firm," President Glass recalls.

During the five days of the sale's duration, some 427 suits and topcoats were sold for a dollar volume of about $30,000. Advertising costs amounted to only one-fifth cent per garment sold.

"I'm quick to attribute that success to the terrific impact of our radio advertising," Glass adds. "We used only radio for that sale. No other medium was used, so the burden of proof rested squarely on the shoulders of radio. . . It didn't let us down."

The original decision by Cottrell's to sponsor its long-standing news program, made in November 1931, was a big one both for sponsor and station. KLZ had carried network news, of course, but nothing that originated — or was sponsored — locally, so it was a first for them.

It was also a first for Cottrell's. And Mary Robertson had recommended it because she had a hunch that news amounted to male programing, that it would most likely attract new customers. Moreover, the implicit concept — that a store's attitude towards current events was so responsible that it would pay to bring news reports to the public — helped build the image of responsibility so important to long-range, men's-wear merchandising.

When KLZ offered Cottrell's the specific 5 p.m. newscasts, Miss Robertson called the store's president and asked if the agency should go ahead and sign. Glass approved, but suggested only a two-month trial — "through Christmas" — with an option to renew if results warranted.

Miss Robertson signed the contract with Frank Quinn, KLZ time salesman. Triumphantly, he telephoned the station to confirm the deal. And that proved to be the critical move, for by the time Quinn got back to his office another salesman had also returned to report that he, too, had sold the program. Quinn's phone call underwrote the Cottrell claim to being first, and they got the program. Today, store executives still jokingly refer to the 10,000 broadcasts as "the series that almost didn't happen."

"We feel that the stability and faith represented by this sponsorship is something almost unheard of in radio," says KLZ's Hugh B. Terry, president and general manager of the Time-Life station.

Cottrell's came into being in 1893, a depression year throughout most of the United States. The late George Cottrell, then a young man, had laboriously saved up about $1000 since he had arrived in the West. Although times seemed critical, he decided to invest in the West and to bank on its future by putting all his money into the purchase of a bankrupt clothing store. The first thing he did: Change its name.

Time has proved his investment a wise one, and his business has enjoyed steady, continuous growth ever since. In 1951 — thanks in part to sales increases realized through radio — the store moved into new quarters on the original site at Welton and 16th streets in downtown Denver.

"When Mary Robertson signed our first contract for the news show," Glass recalls, "we decided to take a chance on radio 'through Christmas.' Since then, 33 Christmases have passed."

It looks today as though Denver will be hearing news of world events — and of Cottrell's merchandise — on KLZ for many Christmases to come. ◆

In tv today, the copywriter does more than write; in fact he may not be a copywriter at all

■ The word "copy" is out of date. And the title "copywriter" is an anachronism.

Neither term is adequately descriptive today. And only a fuller understanding of the scope of tv "copy" and the function of the "copywriter" can provide the climate for great tv advertising.

What is copy? Is it the words, the music? Is great lighting "copy?" Who "writes" the pictures? And what about casting and staging?

By my definition, all this is indeed copy. Or better yet, let's call it "creative innovation." And at Grey, we have some 200 "creative innovators" who perform this role.

Each of course has prime responsibility — some for the words, some for the pictures, some for translating storyboard to film.

But the old-time lines of function and responsibility have become, not blurred, but broadened and sharpened.

Every good "copywriter" today thinks in terms of pictures as well as words. More and more, he gets involved in the many aspects of production.

Conversely, he accepts the same crossing of lines by his creative partners in art and production. It is not uncommon at Grey for an art director to write a script or a tv producer to evolve a basic selling concept.

At Grey, each commercial is the product of a trio of "creative innovators" — in old terms, a writer, art director and producer.

Copywriter:

The title is no longer descriptive

By Bernard D. Kahn

Vice president and creative director
Grey Advertising, Inc.

Bernard D. Kahn's credentials as a commentator on the role of copy in the television commercial are impeccable. He began his life in advertising in 1949 at the Weintraub agency as a copywriter—and three years later was the agency's creative director. ("And I didn't even own a television set at the start," he recalls today.) Later he served as a group head at the Brow Co. and then as a vice president and associate creative director at Lennen & Newell. He joined Grey Advertising, Inc., in 1958 where he is today vice president, creative director and board member. A Rutgers graduate, Kahn is married, lives in New York and has a duohobby: sailing and traveling.

How do we maintain the integrity and clarity of a concept with everyone in the act? Quite simply. Ideas are stimulated by the team, but invariably spring from one individual's head. He is the one who guides the project and, in effect, becomes the "producer," drawing upon the skills of the group.

We did not invent this method of working. It has evolved at Grey as the only sensible way of life. It draws fully upon the skills and imagination of the entire creative group. And it automatically eliminates partial and compartmentalized thinking.

Does this system work? It certainly does at our agency. It's precisely this climate that has produced effective tv advertising for clients, plus the happy side effect of 14 finalists and five gold Clios — the most ever for Grey — in the American Television Commercial Festival. We feel that it is *only* this method that could produce such commercials as Ivory Flakes' baby parade, the Van Heusen series, Downy Lullaby, Mennen High Sierra, Poli-Grip apples and the current Omega group.

If the term "copywriter" means the one who comes up with the ideas, then each member of our creative group is a fully qualified copywriter.

However, to those in our profession who still do — and always will — call themselves "copywriters," here are five rules that, I hope, may prove useful:

1. Learn to seek out and accept "copy" ideas from your art directors and tv producers. You have ideas in their areas; they have ideas in yours.

2. Stop thinking of yourself as a "copywriter." Extend your responsibilities to include music, editing, casting, staging, dialogue direction, lighting, camera work and the many other vital aspects of tv commercials.

3. Look for inspiration beyond those commercials that have already reaped prizes for originality. Get off Broadway, soak up the World's Fair, see foreign films, go to primary creative sources for ideas. (At Grey we have weekly screenings of experimental films and bi-monthly seminars on topics including primitive music and classic art.)

4. Make sure you're solidly based before you pick up a pencil. Be totally sure of your marketing and copy strategies. And take the responsibility for seeing that your art director and producer are as well-informed in these areas as you are.

5. Develop a new way of working with your art and production people. They, too, are creative. Art directors are now running creative departments. Tv producers are now qualifying themselves for this kind of responsibility. Think of these men and women as "creative innovators." Work with them before you write a word. Consult with them at every step. Put them to work with you and for you from concept to answer prints. You'll be proud of the results. ◆

Baseball 'Shirt stuffer' scores for sponsors

Advertisers reap benefits from station 'sell' that utilizes laundry shirt cardboards to heighten interest in local coverage of Pittsburgh ball games

An example of the 28 different shirt stuffers used in promoting Pittsburgh Pirate games on KDKA-AM-FM, sponsored by Atlantic Refining, Pittsburgh Brewing, Bayuk and Hills Bros. Coffee.

■ Thousands of men in Pittsburgh are almost giving the shirts off their backs in response to KDKA's baseball coverage promotion that has delighted sponsors of the ball games.

Anyone referring to the campaign's "stuffed shirts" has the situation backwards. "Shirt stuffers" are actually the main ingredient. Here's what it's all about:

The Group W radio and tv outlets, through two large district laundries, are using the cardboard inserts from laundered shirts to call attention to the video schedule of Pirate games. Additionally, the cardboard stuffers offer to holders the opportunity to receive free tickets to the contests at Pittsburgh's Forbes Field.

More than 250,000 of the printed stuffers are used monthly, each featuring one of 28 pictures of members of the Pirates' roster plus the games' schedule. A complete set, mailed to KDKA, wins a pair of reserved seats for the sender. (The ticket winner also gets back his set of inserts.)

Benefiting from the heightened interest are the four sponsors of KDKA's radio and video broadcasts of the Steel City's National League club.

Advertisers with one-third portions of the coverage are Atlantic Refining (through N. W. Ayer) and Pittsburgh Brewing for Iron City Beer (via Ketchum, MacLeod & Grove).

Also pleased by the promotion are the one-sixth sponsors: Hills Bros. Coffee (N. W. Ayer), and Bayuk Cigars, for Phillies (through Modern Merchandising Bureau).

"All sponsors and their agencies are delighted," says Raymond J. Hoffman, public relations manager for the stations, "because it's a plus that they had not anticipated at the beginning of the season."

The opening pitch for the campaign was tossed in June, and the promotion will run throughout the baseball season.

The keen interest generated in game coverage has resulted entirely through the use of the stuffers; no on-air promotion whatsoever has been used.

In addition to the stuffer, KDKA utilizes the wrapper band around the laundered shirts for messages calling attention to the video outlet's local programing, such as *Daybreak*, and the *John Reed King Show*.

Response to the entire campaign has been so enthusiastic that KDKA plans to use stuffers to promote its CBS fall schedule lineup, plus other station features. This will begin following the baseball season.

Wrapper bands will continue to promote various sponsored local shows. ◆

What's missing from this scene that would heighten realism, arouse greater viewer participation?

What's the best way to bring out all the fun of preparing for a holiday season or card-sending occasion?

What's the one thing that would convey the true luxury, beauty and durability of this fine product?

How can these TV commercials be made to work harder, sell more?

turn the page and see . . . →

Color! General Electric demonstrates new appliances—and leadership—the best possible way . . . with color commercials. General Electric adds impact to commercials by scheduling on color programs.

Color! Hallmark puts the red into its Valentine kit and the readiness for buying into those who see the commercial. Hallmark was an innovator in color television, has made use of it for each of the past 13 seasons.

Color! Chemstrand uses color commercials to show off the rich hues and textures of its fibers and the fashion items made from them. And Chemstrand finds that these commercials in color have great trade merchandisability.

COLOR . . .

makes the commercial!

Here are some of the reasons you should consider color:

1. Your trademark given strongest identification.
2. Consumer involvement much greater.
3. You stand out from the competition.
4. Your products seen at their best by best prospects.
5. Cost increase for color less than in print media.
6. Viewers in black-and-white see better pictures, too.

Even if your transmission must at present be black-and-white, you'll be well-advised to film in color now. Black-and-white transmission from color film is excellent, you'll be building a backlog of color material—and you'll be way ahead in experience when everybody goes to color. And they certainly will—for color programming is on the rise, and sales of color sets are increasing rapidly. The whole country is going color! Want to know more about the benefits of working in color? Just contact: Motion Picture Products Sales Department, **EASTMAN KODAK COMPANY,** Rochester, New York 14650.

For COLOR . . . EASTMAN FILM

Regional politics can sell products on tv

Home-grown Tennessee network waltzes off with sponsor plaudits for political telecast, draws big audiences

■ "I've had a bit of experience with building a regional network," wrote William Benz, advertising manager of Sterling Brewers, "and I'm aware of the thousand and one things that can go wrong. Happily, not one of these things occurred — or if they did it wasn't apparent . . . the quality of production was outstanding. There were no dull spots. The entire evening was well-paced, and I'm sure that we literally owned the air in Tennessee that night."

What adman Benz was talking about in a letter to Harold Crump, general sales manager of Nashville's WLAC-TV, was a marathon telecast staged early in August in the mid-Southern state which proves that enterprising political-year coverage is not solely the province of the three major tv networks, and that television may murder politicians but politics on tv sells products.

Here's the story:

Back in early 1963, WLAC-TV's Roy Smith, operations manager, had a brainstorm. He knew that 1964 was going to be a year of strong national political interest, and that this interest would also run high for state-wide and regional contests. In Tennessee, for instance, there was going to be a race between the governor of the state, Frank Clement, and Congressman Ross Bass for the seat held by the late Senator Estes Kefauver, and fireworks would probably result.

Smith broached the idea to WLAC-TV executive vice president Tom Baker, proposing it as a full-state regional tv hookup involving a tv station in each major Tennessee market. Baker liked it. Both men contacted Southern Bell Telephone to talk about line charges — and got a shock.

"We were told that the cost would be prohibitive," Smith recalls. "We then set out to enlarge upon the idea and thus make it big enough to match and even surpass the cost."

Other stations were drawn into the plan in 1963 as it took shape — WJHL-TV Johnson City, WBIR-TV Knoxville, WRCB-TV Chattanooga, WDXI-TV Jackson and WMCT Memphis. Together with WLAC-TV, these stations served a potential total tv viewing audience of over 2.7 million for the planned political telecast—enough to interest major advertisers.

It did.

A sales brochure for the special "Tv Network of Tennessee" — which, of course, immediately came to be called TNT — was developed, and a sales campaign was aimed at advertisers with state-wide product distribution, particularly those whose sales were strong in the summer months.

The sales drive, sparked by WLAC-TV's Harold Crump, soon centered on a pair of major regional advertisers, both of whose total ad budgets were in the $1 million bracket with anywhere from one-third to one-half spent in regional tv — Arkansas' Lion Oil Co. (an offshoot of giant Monsanto Chemical), whose agency is St. Louis' Ridgway, Hirsch & French; and Sterling Brewers, an Evansville, Ind. brewery whose account is handled in the Chicago office of J. Walter Thompson and whose product distribution is in the Central West and South via 15,000 dealers.

As the weeks passed and the 1964 contest approached, the sponsorship lineup developed thusly: Sterling would sponsor 50 percent of the show, Lion Oil 25 percent, and the remainder would be spread over local sponsors in the the six individual tv station areas.

The tab was to be a sizable one. Essentially, the multi-hour telecast was to be charged to sponsors at an hourly rate that equaled the combined rates of the six stations involved (about $3600), plus other special charges. (The eventual cost of the regional network show, which ran six hours, was $50,000 or more, by SPONSOR's own estimates. This is big money in regional tv.)

To house the event, WLAC-TV arranged to hire Nashville's big Municipal Auditorium as a nerve center for the network and for the tabulation of state-wide votes. Since the floor of the auditorium is big enough to hold events like ice shows, ballets and even a circus, the station planned a physical setup that would have done credit to a major network. Further, since the auditorium seating facilities weren't disturbed, a "studio audience" of some 3000 Nashville citizens was invited.

A feature of the auditorium setup was a special two-week pre-election promotion called "The Sterling Election Sweepstakes" for the brewing firm which had bought half the show. Entry blanks for the promotion were on hand at Sterling outlets, plus clip-out blanks in newspapers. During the telecast, blanks were

Admiring marque before telecast are anchor man Bill Jay, WLAC news director (l), and executive vice president-manager Tom Baker, Jr., (third from l). Show idea was that of WLAC's Roy Smith (2nd from r).

Setup inside auditorium for six-station tv network political telecast used members of Nashville Women's Club and Boy Scouts to take vote reports. On stage is Harry Reasoner of CBS-TV with WLAC newsmen.

Waiting to appear on tv, where he was interviewed, is Tennessee Gov. Frank Clement (l) and Mrs. Clement. Waiting with him is WLAC's Tom Baker. Clement, who lost a race for U. S. Senate candidacy, was one of several top political figures seen throughout the state on show.

Added attraction for viewers (and special boost for one of telecast sponsors) was "sweepstakes" staged by Sterling Brewers, which bought half of show. Entrants submitted blanks which were drawn from barrel. Contestants predicted political winners for Mustangs, color sets.

drawn from a barrel at the election central. Entrants then had to correctly predict the Republican and Democratic candidates leading at that time in both Senate races. Prizes: two Ford Mustangs and two $1000 RCA-Victor "Home Entertainment Centers."

Needless to say, the added promotion provided more depth impact for Sterling Brewers because of the two-week buildup before the TNT telecast.

Not content to stage a full-evening political report to be fed throughout the state, WLAC-TV wanted a headliner to function with WLAC anchor man Bill Jay for the telecast. The station took its problem to CBS-TV (WLAC-TV is part of the basic CBS-TV web), and hired Harry Reasoner, wry-witted network commentator, to hold down the key election desk and to interview primary candidates. Backstopping Reasoner and Jay, as trends developed in other areas of the state, were newsmen at the other stations in the TNT network, who would come on the air with local reports on the candidate in prominence at the time.

The window-dressing didn't stop at Reasoner, by any means. Performances by high school bands and majorettes during the telecast added musical bounce and a convention atmosphere, and guests, ranging from country music star Eddy Arnold to Mayor Beverly Briley of Nashville, gave the telecast extra name value.

Roy Smith, who concocted the regional network in the first place, directed the entire show when the big night, Aug. 6, finally arrived.

Smith had evolved a general program format for the show which was, essentially, a loose commercial timetable, since the program had to be played by ear and the shifts to other TNT stations could not be predicted. However, all went well and all commercials received good placements.

Did it pay off? WLAC-TV estimates that the audience goal of 2.7 million was reached easily. Did the sponsors like it? Said one of them to the station's general manager: "Anytime you're ready to re-activate the Television Network of Tennessee, we want to be aboard." ◆

Reach Pittsburgh with a spot of TAE
Find out why most media people won't go without TAE in Pittsburgh —plain or "with."
Our homes-reached record tells part of the tale. Our products-sold record tells the rest.
And our Katz man has the facts to prove it!
WTAE CHANNEL 4
take TAE and see

Stations To Colorcast Seven Arts '50s Films'

Fifty-seven ABC primary network affiliates, including the five ABC o&o stations, are now telecasting Seven Arts' *Films of the* 50s, according to the firm.

Several stations are colorcasting the shows. They include KMSP-TV Minneapolis, KGO-TV San Francisco, WFAA-TV Dallas, KBTV Denver, WFGA-TV Jacksonville, WMTW Portland, Me., KTVK Phoenix, KHVH-TV Honolulu and KABC-TV Los Angeles.

Sales for Hollywood Television Service's *Mighty Fortress* feature package are reported running 100 percent ahead of last year's totals. Stations signed for the package, which includes 13 films starring John Wayne, are KATV Ketchikan, Alaska, WOI Ames, Iowa, WMBD Peoria, Ill.; KAIT Jonesboro, Ark., WREC Memphis, KOSA Odessa, Tex., KELP El Paso, KWWL Waterloo, Iowa, KMBC Kansas City, Mo., KBMT Beaumont, Tex. and WFBM St. Louis.

HTS' Christmas series, *The Little Story Shop,* has been signed in nine domestic markets. Series features Christmas stories told with animated puppets and traditional Christmas songs by the Harvey Mastin Boys Choir.

After only two months of syndication prior to the start of fall programing, MCA Tv Film has announced 10 new sales of the *Lloyd Thaxton Show,* bringing the total to 48 stations. Recent sales involved KFYR Bismarck, N.D., WDAY Fargo, WICS Springfield, Ill., WDAF Kansas City, WBRZ Baton Rouge, La., KCRG Cedar Rapids, WOAI San Antonio, KSL Salt Lake City, WNDU South Bend and WDBJ Roanoke, Va.

Officials Films *Biography 65* has sold in 10 new markets during the past two weeks, making a total of 30 stations. Recent sales were to WILX Lansing, Mich., WJTV Jackson, Miss., KXLF Butte, Mont., WSJS Winston-Salem-Greensboro, N.C., WGAN Portland, Me., WHBF Moline-Rock Island, Ill., KVIQ Eureka, Calif. and KHAS Hastings, Neb.

United Artists Television's network programs for the season, made up of *Patty Duke Show, Phil Silvers Show, East Side/West Side, Outer Limits* and *Hollywood and the Stars,* now totals 65 foreign sales.

Newest purchasers of Wolper Productions' *The Making of the President 1960* are WBNB-TV St. Thomas, V. I., and KALB-TV Alexandria, La. Four science fiction features have been sold to WKKL-TV Waterloo and KMMT Austin Minn.; *Country Show* to WAAY-TV Huntsville, Ala.; *Superman* series to WDAF-TV Kansas City Mo.

BOY'S WHALE SELLS COFFEE

Young Johnny Baukal appears mystified by Maxie the Whale, given him during the filming of a General Foods tv commercial. Alan Pando (left), vice president and account supervisor of Benton & Bowles, and Joseph Cunningham, president of a swim club, presented 75 "Maxies" to future coffee drinkers. The inflatable plastic whales are offered free to users of instant Maxwell House coffee with jar seals.

DUAL-TELECAST

KFMB-TV, San Diego, airs the first dual-telecast of two feature motion pictures — two movies on the screen at the same time. One movie is shown in the upper left portion of the screen; the other in the lower right. Opposite each film is space containing the film's title and audio source.

A. C. Nielsen Announces New Staff Appointments

Parallel with the introduction o the new Nielsen Station Index, Niel sen's local television audience mea surement service, a series of nev NSI executive appointments also g into effect.

William S. Hamill takes over a eastern regional sales manager fo NSI; Ben Wilson has been appoint ed a vice president and NSI Centra regional sales manager; Dave Tray lor has been appointed vice presi dent and NSI advertiser sales man ager; Joe Matthews, vice president remains northwestern regional man ager in San Francisco. Jim Shoc maker, vice president, continues a southwestern regional manager i Hollywood.

Campbell Soup Introduces Franco-American Gravy

Newest of the Franco-American line of canned, ready-to-serve gravies, Chicken Giblet gravy, was announced by Campbell Soup Co. It joins the three other gravies — Beef, Chicken and Mushroom.

D. E. Goerke, marketing manager for Franco-American products, said the new gravy is being introduced because homemakers are becoming more aware of the convenience, quality and value of ready-to-serve canned gravies.

To introduce consumers to the new Giblet gravy, advertising will include television announcements on all three national networks, plus local spots and a four-color newspaper supplement advertisement with a five-cent coupon good toward the purchase price of one can of the new product. This in addition to the continuing schedule of television commercials for Franco-American Beef, Chicken and Mushroom gravies which will also mention the new Giblet gravy.

Golden West Broadcasters Forms Subsidiary Division

Loyd C. Sigmon, executive vice president and general manager of Golden West Broadcasters, has announced that GWB has formed an advertising and promotion subsidiary to service all the Golden West affiliated companies.

Golden West Broadcasters vice president, John Asher, director of advertising and promotion for the past eight years, has been named to head the new organization headquartered at 5905 Sunset Blvd., Hollywood, Calif.

Creative and production facilities of GWB advertising/promotion division include an art department, headed by Mimi McNeely, offset presses and darkroom and photographic processing.

Plans call for the division to service the four Golden West Broadcasters radio stations (KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX Portland); television station KTLA Los Angeles; Cable TV of Santa Barbara; Golden West Communications of Morro Bay; the Los Angeles-based Sigalert and Airwatch subcorporation with special presentations, promotion, and other creative material.

Take a Closer Look . . .

At FLINT-SAGINAW-BAY CITY

THE NATION'S 46TH MARKET.

WNEM TV-5 Land—

FLINT-SAGINAW-BAY CITY IS...

- 40th in Retail Sales
- 32nd in Automotive Sales
- 32nd in Furniture and Household Appliances
- 38th in Food Sales

WNEM TV-5 has been serving Flint-Saginaw-Bay City and all of Eastern Michigan for over 10 years with the top programming in the market.

TV 5

NBC

Gerity Station

WNEM TV

Products To Promote Heavily via Tv, Radio

A consumer-oriented, one-minute spot of the "Lightronic II" sports car toy kit has been scheduled for late fall showing on television in selected metropolitan areas by the toy and hobby department of International Rectifier Corp., El Segundo, Calif. The "Lightronic II" is an electrically powered scale model of a sports racing car that is operated by the beam from a regular flashlight. The light beam strikes a solar cell and electricity is transmitted to the car's driving wheels.

The campaign, according to International Rectifier, marks the entry of the firm into tv. Budgeted at approximately $70,000, the account is serviced by Communication Associates, Los Angeles agency. Markets selected include New York, Washington, Detroit, San Francisco and Los Angeles.

An intensive advertising campaign including radio will be kicked off Sept. 15 for Stock vermouth and brandies. In the New York area, WHN and WPAT-AM-FM will carry a series of 10-second time signals at 5, 6 and 7 p.m. for a 26-week period. The time signals will be followed by the message, "It Is Time to Take Stock." Shaler-Rubin is the agency for radio.

United States Tobacco Co.'s circus foods division is launching its new Vac-In-A-Box packaging in nuts with an ad campaign on television. Television spots show ease of opening the cartons. Initial markets for the advertising are Los Angeles, San Francisco, Sacramento, San Diego and Portland areas. The advertising program is expected to be expanded as new markets are added. The agency is West, Weir & Bartel, New York.

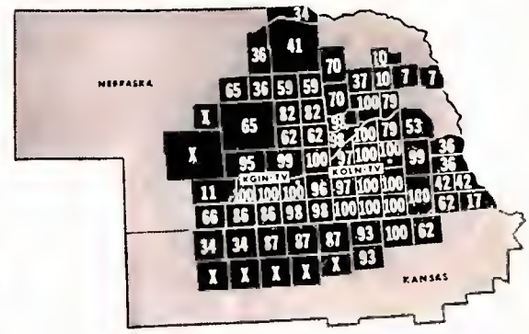
Commercials on daytime NBC and ABC television shows will promote Borden's New Danish margarine in September and October. Seven NBC and four ABC shows will carry the announcements through Oct. 31, as part of a campaign that will be concentrated in 16 northeastern states.

Pacific Hawaiian Products Co., a subsidiary of R. J. Reynolds Tobacco Co., has purchased sponsorship in 12 NBC-TV prime-time programs for 1964-65. The order, for Hawaiian Punch, was placed through Atherton Privett, Inc. Six NBC-TV shows will carry sponsorship of P. Lorillard Co. through Grey Advertising. Five NBC television shows will be used to introduce the Texize K2r spot-lifter (spot remover).

Eveready batteries (Union Carbide Corp.) will sponsor programs on all three tv networks this season. Shows will represent music, variety, drama, adventure, humor, news and sports programs, blended with messages of adventures taken from Eveready battery "critical moments" advertising in the comics, now adapted for tv.

Television will help usher in Log Cabin maple honey flavor syrup, which the company expects will reach grocery stores in most sections of the country this month. The new syrup is being marketed by General Foods' Jello-O Div.

You're only
HALF-COVERED
IN NEBRASKA
if you don't use
KOLN-TV/KGIN-TV!



X denotes counties where circulation is established but where not enough diaries were placed for a penetration figure.

AVERAGE HOMES DELIVERED
PER QUARTER HOUR
(Nov. 1963 ARB — 6:30 to 10:00 p.m.)

LINCOLN-LAND* "A" KOLN-TV/KGIN-TV	58,000
OMAHA "A"	56,500
OMAHA "B"	53,900
OMAHA "C"	50,000
LINCOLN-LAND "B"	26,200
LINCOLN-LAND "C"	18,700

*Lincoln-Hastings-Kearney

**March, 1963 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.*

New Lincoln-Land map shows KOLN-TV/KGIN-TV penetration

The map shows an average of Total Net Weekly Circulation (combined ARB 1960 and 1964) of KOLN-TV/KGIN-TV. It's further proof that you can't cover Nebraska without Lincoln-Land . . . and you can't cover Lincoln-Land without KOLN-TV/KGIN-TV.

Lincoln-Land is the 74th* largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV provides 206,000 homes — homes you need for top-market coverage.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

The Folger Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WFGR GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/KGIN NEBRASKA
WKZO-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Demo Convention Plays Peak Audience Thursday

The final night of the Democratic National Convention, including acceptance speeches by President Johnson and Sen. Hubert Humphrey, reached an estimated 41,490,000 television viewers — the largest audience recorded during any half-hour period of either convention, according to the American Research Bureau.

ARB reported an estimated 20,745,000 homes were tuned in to the convention coverage between 9:30 and 10 p.m. (EDT) Aug. 27, the peak viewing period during the four-hour survey period beginning at 7 p.m.

President Johnson's unexpected trip to the convention in Atlantic City on Wednesday, Aug. 26, probably added interest to the proceedings, since the tv audience for that night increased from the previous evening by an estimated nine million viewers. Wednesday's high total of 41,076,000 was just short of Thursday's, in fact.

Interestingly enough, even the largest convention audience to all three networks combined still fell short of a typical Beverly Hillbillies episode which captured 22,309,000 homes and 54,657,000 viewers during ARB's last survey.

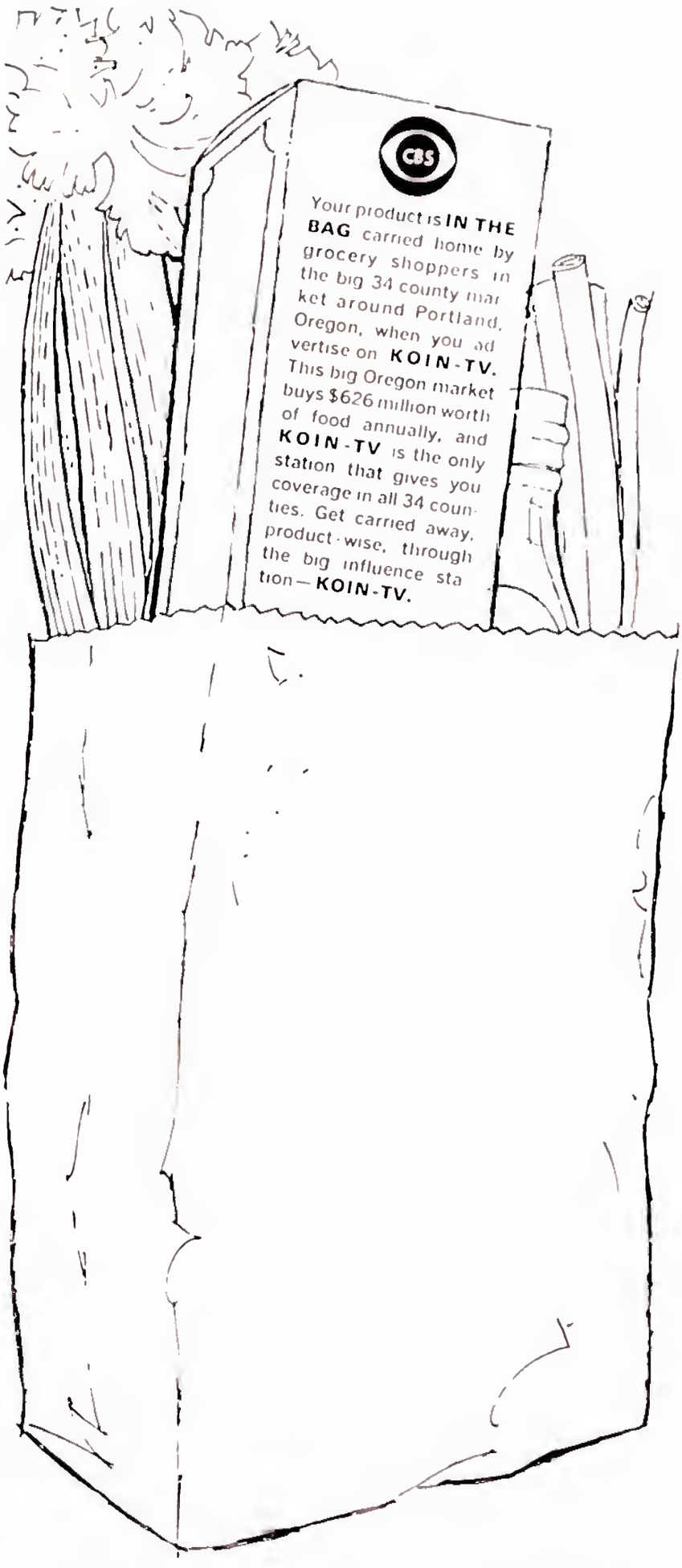
Macfadden-Bartell Sees 15% Increase in Sales

Emphasizing the corporation's wide diversification which enables it to acquire profitable new properties at minimal cost, Lee B. Bartell, president of Macfadden-Bartell, predicted that 1964 will be a record year.

Citing past profits in a talk before the New York Society of Security Analysts, Bartell declared that the firm will continue to show further improvement and that sales for the year are expected to reach $30 million as compared with $26 million a year ago, a boost of 15 percent.

Commenting on the company's three broadcasting stations, WADO in New York, WOKY in Milwaukee and KCBQ in San Diego, Bartell said they are operating on a profitable basis and are worth at least $7 million above their listed book value.

Bartell also cited the strong posi-



REFERENCES Sales Management Survey of Buying Power June 1964 NCS, 1961
REPRESENTED NATIONALLY BY HARRINGTON RIGHTER & PARSONS INC.

tion of the company's consumer magazines — ahead 10 percent in gross advertising revenues, 15 percent in total circulation and 43 percent in newsstand revenues.

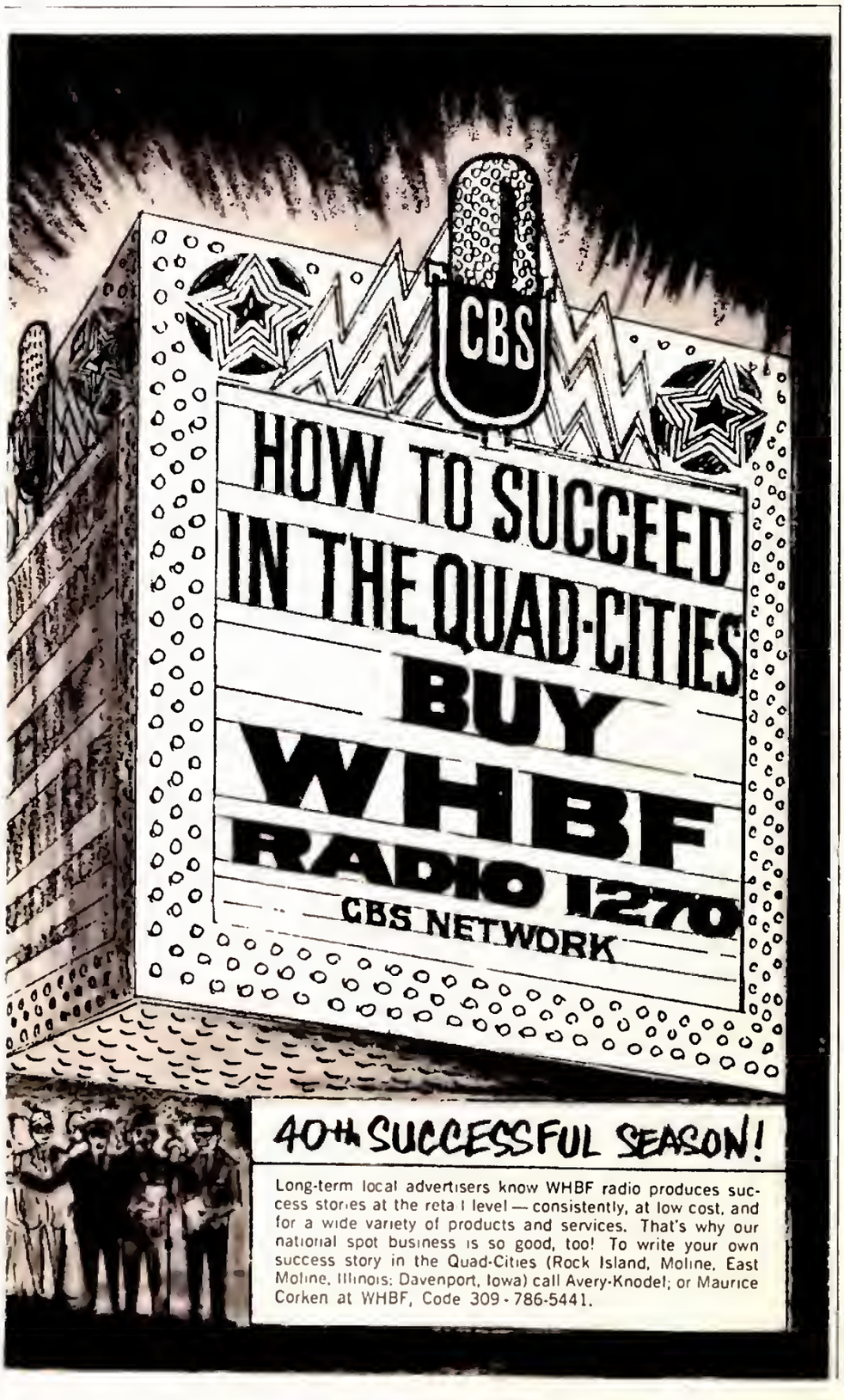
In addition to the radio stations, consumer and trade magazines, Macfadden-Bartell also operates two tv stations on a profit-sharing arrangement with the Netherlands Antilles government.

Rep Appointments

Bernard I. Ochs Co. named southern representatives for WILA Danville, Va.

ABC International Television, Inc. will serve as international sales reps and program purchase agent for two stations in the Netherlands Antilles, Telecuracao and Telearuba, both owned by the Bartell Corp.

Intercontinental Services, Ltd. appointed United States representatives for Leeward Islands Television Services, Ltd. LITS expects to commence operation in April 1965. Transmitter and studios will be in Antigua, and the station will cover Montserrat, Nevis, St. Kitts, Barbuda, Anguilla and Guadaloupe.



R. H. Ullman Associates Report Increased Sales

A sales increase of over 340 percent for the first half of this year over a corresponding period last year has been announced by Richard H. Ullman Associates. This increase is attributed to an expansion in the development of new products and services for specialized areas of broadcasting, including Alumni Radio, a sales oriented programing - production service for "good music" stations.

Recent sales include WAKE Atlanta, WDSM Duluth-Superior, WQMR Silver Springs, Md., WKTX Atlantic Beach, Fla., KDTH Dubuque, Iowa, and WHIM Providence. The FIL-Harmonics image concept (created for Triangle's WFIL Philadelphia) sold to WVEC Hampton, Va., KIXI Seattle, KYJC Medford, Ore., and KQTY Wichita.

Recent Musicommercial productions include Pioneer Chain Saw (Gale Products), Standard Oil (Burke Dowling Adams), 7-11 Stores (Stanford Agency), Collins Radio (Film Audio), Atlanta Gas Co. (Tv Audio for Tucker Wayne & Co.) and G. Heileman Brewing Co. The Swing 'n Folksy identification package now is in production for Group W's WBZ Boston.

Francis Hooks Wallpaper

New Ideas in Decorating, radio series with Arlene Francis, returns to the air in September over more than 300 stations. The series, which ran 13 weeks this spring, is an informative program with Miss Francis giving listeners tips on decorating and ways to improve their homes and apartments.

The daily program is sponsored by the Wallpaper Council through Fuller & Smith & Ross, New York.

Mann To Head New HWG Production Division

A new motion picture and audio-visual production division has been established by Humphrey, Williamson & Gibson, Oklahoma City. The new division is headed by Monty Mann, former vice president of Lowe Runkle Co., Oklahoma City, and Tracy-Locke Co., Dallas.

Monty Mann

"The growing need by advertisers and agencies for film production facilities in this area prompted us to enter this field," commented Mitchell L. Williamson, president. Mann's background includes nine years as producer of the Bud Wilkinson network tv show.

New York Tv Broadcasts Atlantic Coast Football

WPIX New York will televise games of the Westchester Crusaders, Newark Bears and Jersey Giants football teams.

The first in a five-game series from the community teams will occur with the broadcast of the Jersey Giants and Pittsburgh Valley Ironmen Sept. 12.

Television rights for the teams are held by Bob Wolff-Milt Fenster Productions.

Agency Appointments

McCann-Erickson, Inc. of Seattle and New York appointed advertising agency for the State of Alaska tourist promotion account. For the fiscal year which began in July, the State of Alaska is expected to spend approximately $400,000 on promotion of tourism.

Advertising phase of Sen. Kenneth B. Keating's campaign for reelection as U.S. Senator from New York will be handled by **Weis Geller, Inc.** . . . **Eisaman, Johns & Laws** appointed ad agency for the three Northern California associations of the Great Western Finance Corp. Combined billings are expected to exceed $600,000. Radio, as well as newspaper and outdoor, has been used in past years.

Dairy division of Southland

YEAR AFTER YEAR

A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—*the leader in the market year after year.* It's *important* to use the leading station in a market that has:

- *Population of 2,508,700*
- *Buying Power—$5,434,133,000*
- *Total Homes—740,870*
- *TV Homes—689,800*
- *Retail Sales—$3,273,465,000*
- *Food Sales—$789,846,000*
- *Drug Sales—$94,327,000*

(Market Data Source SRDS, Jan 64)

WSYR-TV DOMINATES

. . . because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. *NUMBER ONE* in HOMES DELIVERED . . . *20 PER CENT over Station No. 2 . . . *65 PER CENT over Station No. 3.

**ARB for March, 1964, Sign-on to Sign-off, Monday thru Sunday.*

WSYR·TV

NBC Affiliate

Channel 3 · SYRACUSE, N. Y. · 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Corp. has appointed **D'Arcy Advertising** effective Jan. 1, 1965. Account comes from Aylin Advertising, which will continue to represent Cabell's Dairy of Texas, another Southland division . . . **Booth Bottling Co.** has appointed **Lavenson Bureau of Advertising,** Philadelphia. Account was formerly with W. B. Doner of Baltimore . . . Dolphin Motors Inc. and Magna Motors, Inc., U.S. distributors of Renault and Peugeot automobiles, have appointed **Warren, Muller & Dolobowsky.**

Holland House Brands, Inc. has appointed **Jacobs Gibson Vogel** to handle Holland House cooking wines . . . **E. W. Baker, Inc.** appointed to handle advertising, promotion and public relations for CKLW - AM - FM - TV Windsor, Ont.

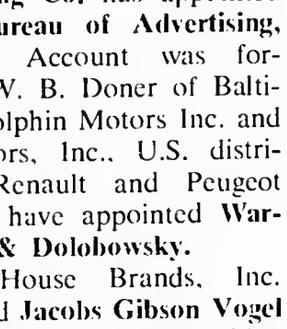
Erwin Wasey, Ruthrauff and Ryan named agency for Early California Foods, Inc., formed through merger of B. E. Glick & Sons of Corning, Calif., and Pacific Olive Co., Visalia, Calif.

The $400,000 Quality Chekd Dairy Products Assn. account has been awarded to **John W. Shaw Advertising,** Chicago. Other recent Shaw acquisitions are the Hoeld Wine Co., Vienna, and Charles Levin Co. accounts. Billings for the three accounts are about $1 million.

Clinton E. Frank, Chicago and Los Angeles, will service the Servisoft, Inc. account. Servisoft, a division of Water Treatment Corp., provides water conditioning and treatment for industrial and home use, and has a budget of over $500,000. Former agency was E. R. Hollingsworth & Assoc., Rockford.

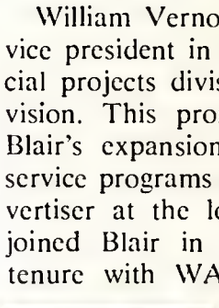
Foote, Cone & Belding will handle advertising for NuSoft Fabric Softener, Best Foods Div. Corn Products Co. McCann-Erickson, which has had the account since 1955, will continue to handle various brands in other countries.

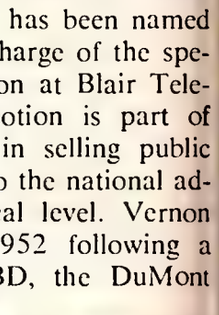
Eastern Air Lines will retain **Young & Rubicam** in Canada and **Publicidad Badillo** in Puerto Rico . . . **Leonard Davis Advertising,** Worcester, Mass., appointed agency for the Elfskin Corp., Leicester, Mass.


The GREEN HORNET
Radio Mystery Series
IS BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • PLaza 7-0695

Vernon Promoted at Blair; Farrand Gets Nod at Y&R

William Vernon has been named vice president in charge of the special projects division at Blair Television. This promotion is part of Blair's expansion in selling public service programs to the national advertiser at the local level. Vernon joined Blair in 1952 following a tenure with WABD, the DuMont Network station in New York, where he was an account executive.


William Vernon


George Farrand

George N. Farrand named financial vice president of Young & Rubicam. Farrand joined the agency in 1948 as a staff member of the accounting department, subsequently becoming assistant secretary, assistant treasurer and treasurer. He is also on the fiscal control committee of 4A.

'Olympic Preview' Ready For NBC-TV Go-Ahead

Olympics and athletes past and present will be featured in *Olympic Preview,* a one-hour color special on NBC-TV Sept. 28 (10-11 pm EDT). One of the show's commentators will be decathlon champion Rafer Johnson.

Sponsors of the program will be P. Lorillard (through Lennen & Newell), Joseph Schlitz Brewing Co. (Leo Burnett), Texaco (Benton & Bowles) and Autolite Div. of Ford Motor Co. (BBDO).

HAVE SOMETHING FOR SALE?

Metropolitan Toledo, 41st in U.S. consumer spendable income,* is waiting to be sold. WSPD-Radio wins you the ears of Toledo's spending families. Get the dollar and cents facts on WSPD Radio's salesmanship from your Katz man.

Whatever you have for sale, you can't afford to ignore Toledo or WSPD, the No. 1 Radio Station in the Nation's 44th Metropolitan Market.

WSPD RADIO TOLEDO
A STORER STATION
*SRDS

CBS-TV To Use Local Radio to Promote Shows

In addition to trailers on WCBS-TV and promotion spots on its sister station WCBS Radio, New Yorkers will learn of the joys of CBS viewing on a number of local independent radio stations in the city.

The network's ad department has produced a jingle, based on the theme of "Seven Wonderful Nights," which will be used in the promotion. The jingle has also been supplied to the network's 300 affiliates, many of whom have arrangements with local radio stations.

The number of stations involved in the New York promotion has not yet been determined.

Lichtenfield To Head UC Optical Department

Universal City Studios has contracted Louis Lichtenfield, president of Signet Productions, Inc., to design, staff and supervise a new optical and title department.

Lichtenfield will divide his time in a creative-supervisory capacity between Universal and Signet. Under the agreement with Universal, Signet will have available for its clients the facilities and services of Universal.

Subscription TeleVision Still in Program Business

Subscription TeleVision, Inc., which last week announced a 30-day moratorium on program production (see SPONSOR, Aug. 31, p. 20), is still very much in the program business. Latest development is the announcement that comic Jerry Lewis has entered into a joint venture with STV aimed at the origination of programs for children.

It was pointed out that Jerry Lewis motion pictures have found a broad acceptance from young people and the comedy star has been reportedly experimenting for years in the juvenile field.

A second project involving the comedian is described as a workshop in which young talent, representing all forms of creative entertainment will be given a chance to prove themselves.

According to the STV announcement, experimentation on both projects will begin early this fall and results will be presented to subscribers of the service as soon as Lewis and STV head Sylvester L (Pat) Weaver, Jr., are ready.

Sony, AirResearch Team For Airlines Tv System

With a $2 million American Airlines contract in its corporate pocket, Sony Corp. of America has joined forces with the Garrett Corp.'s AiResearch Aviation Service Div., Los Angeles, to provide video and stereo sound systems for commercial passenger aircraft.

Dubbing their system, "astrovision," American Airlines is now installing Sony equipment on 47 astrojets. The system will make possible closed circuit movies in flight, local tv reception from areas over which the plane flies and in-flight scenes taken by a camera mounted in the plane's nose (see SPONSOR, July 6). The passenger can also listen to stereo via a headset.

DELIVERED BY **WREX-TV** *Channel* **13**

NEW DEVELOPMENT

- New Chrysler assembly plant — 6000 new jobs in 1964
- New $8 million hospital.
- New Gates Rubber Plant, Freeport, Ill. — 500 new jobs.

THE MARKET

- 58th in U. S. in E.B.I. per capita
- 78th in U. S. in E.B.I. per household
- $1,480,547,000 market.

***WREX-TV COVERAGE**

- 54 of the top 57 shows
- Noon to 4 p.m. — 79% of audience
- 6:30 p.m. to 10:00 p.m. — 56% of audience.

Remarkable
ROCKFORD, ILL.
WREX-TV abc 13

*As verified by A.R.B. Oct. 27 — Nov. 19, 1963 audience measurement data are estimates only subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience

JOE M. BAISCH, V. P. & GEN. MGR. Represented by H.R. Television, Inc.

MEMBER GANNETT GROUP

WDAN Danville, Ill. · WHEC — WHEC-TV Rochester, N. Y. · WINR — WINR-TV Binghamton, N.Y. · WREX TV Rockford, Ill.

SPONSOR SPOTLIGHT

ADVERTISERS

Donald L. Bryant elected a vice president and board member of Miles Laboratories, Elkhart, Ind.

Nicholas G. Rekas appointed manager of advertising, sales promotion and press relations, Webcor, Inc.

Richard E. Coleman appointed retail marketing manager of Seabrook Farms Co. Previously, he was an account executive with Compton Advertising.

C. R. Zink elected vice president of Prestolite International Co., Toledo. He has been with the firm since its inception three years ago.

AGENCIES

Charles F. Seefeldt, formerly research director and assistant marketing director of McManus, John and Adams, joined Bruce B. Brewer & Co., Kansas City, as research and media director.

Robert H. McConville, former vice president of sales for Arketex Ceramics, named a vice president and account executive of Caldwell, Larkin & Sidener-Van Riper, Inc., Indianapolis.

Barbara Harwell and **Marvin E. Jay** named copywriters at Tracy-Locke, Dallas. Miss Harwell was advertising director of Volk Bros., and Jay was with Ramada Inns.

Andrew R. Newcorn joined J. M. Mathes as an international account executive. He was marketing manager for the European division of Pepsi-Cola.

Eugene R. Wollenslegel and **Nancy Meeker** named production manager and associate media director, respectively, at Eisaman, Johns & Laws, Los Angeles. Wollenslegel was with the Los Angeles office of EWR&R, while Miss Meeker was with J. Walter Thompson.

John H. Edmundson, Jr., and **Lester E. Gallagher** elected vice-presidents of Ketchum, MacLeod & Grove, Inc., in the Pittsburgh headquarters.

Seymour Parker, former J. Walter Thompson media planner, named media supervisor at Foote, Cone & Belding, assigned to the Clairol, Equitable Life and Health Insurance Institute accounts.

Jeremiah O'Brien and **Timothy Stone** elected vice presidents of Sullivan, Stauffer, Colwell & Bayles, Inc.

William F. Grisham, Stewart L. Sherling and **Ruth Green** named director of creative services, creative group supervisor and radio television writer-producer at Campbell-Mithun, Chicago.

Burt Klein joined Smith/Greenland as art director. He was formerly associated with Hicks & Greist, Inc. The new magazine "Verdict," which makes its debut in October, will have Klein's name in the masthead as art director. The magazine will touch base on many subjects including morality, politics and economics.

Dale A. Knight named assistant-secretary-assistant treasurer of Gardner Advertising Co. He formerly was manager of Administrative Services Division, International Shoe Co., and is immediate past president of the St. Louis Chapter, Administrative Management Society.

Peter Falcone, Jr., named account executive at J. M. Mathes. He was in the advertising department of General Electric.

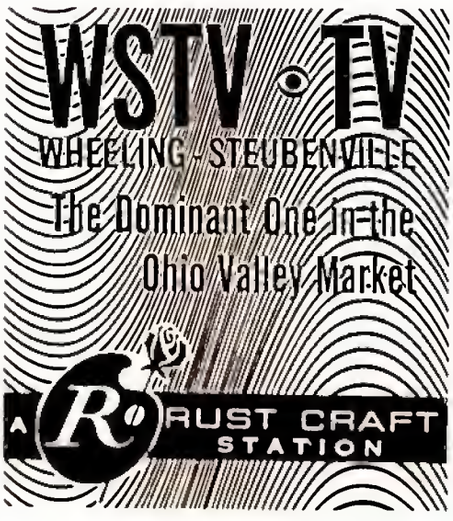
Joyce Donovan and **Helene Fleming** joined the tv department of Carson/Roberts, Los Angeles.

Jane Mack, Richard A. Delia and **Thomas F. Papanek** named writers in the creative department of Needham, Louis & Brorby, Chicago.

Eugene J. Hart, Jr., John D. Maiben, and **Roger J. Probert** named supervisors in marketing services and sales promotion at Young & Rubicam. Maiben has been with Y&R since 1956, Hart and Probart, since 1959.

John Phillips and **Roger Steckler** joined Doyle Dane Bernbach as account supervisor and account executive, respectively.

Hal Rover, a management supervisor of Sullivan, Stauffer, Colwell and Bayles, elected a senior vice president.



William Grisham

Stewart Sherling

Ruth Green

Hal Rove

Howard Arnold

David Morse

Howard J. Arnold appointed assistant account executive of Buchen Advertising, Chicago. He had been in advertising and promotion at Portable Electric Tools, Inc.

David G. Morse named media director of Earle Ludgin & Co., Chicago. He was a media supervisor for McCann-Erickson, Chicago.

David S. Powers joined the Chicago copy department of Buchen Advertising, Inc.

Ian Grant joined Kelly, Nason, Inc. as art director, moving from Pritchard, Wood, Inc.

Peggy Lancaster joined the Los Angeles office of MacManus, John & Adams as copywriter.

William Saantoni, associate media director at Maxon, named media supervisor at Foote, Cone & Belding.

Philip I. Ross, president of the New York agency bearing his name, appointed chairman of the awards committee of the First Advertising Agency Network (FAAN) competition for 1964-65.

Martin Katz appointed director of sales promotion for Franznick-Meden, New York. He had been in sales promotion at Blair Television.

Philip Ross

Martin Katz

TIME/Buying and Selling

Win Kirby, formerly of ABC-TV and NBC sales, joined the tv department of Venard, Torbet & McConnell, station representatives.

Sherwood Hinman and **Robert Carney, Jr.,** named account executives, respectively, in the New York and Chicago offices of John Blair & Co. Hinman has been with firm 12 years, while Carney has been with Blair since April, 1963.

Tony DeThomas promoted to accounting supervisor for Television Advertising Representatives, Inc.

Paul S. O'Brien appointed vice president and national sales manager of Mort Bassett & Co., New York. He had been with John Blair & Co. four years.

Richard V. Wallace, formerly with the Farley Co., joined Roger O'Connor as marketing specialist and account executive.

what's in the middle makes the big difference:

...and, in Pennsylvania, it's WJAC-TV

To charm big markets in your direction, you want the station most people turn to and tune to. In 35 major counties in Pennsylvania--that's WJAC-TV. Through WJAC-TV--you can toot your client's horn to the million dollar market-in-the middle. America's 27th largest.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Represented Nationally by
Harrington, Righter & Parsons Inc.

Affiliated with WJAC AM-FM
The Johnstown Tribune-Democrat Stations

TV MEDIA

Martin Dooling appointed an account executive in the Pacific Coast Network Sales Office of the CBS Television Network.

Anthony S. Ocepek named assistant advertising and sales promotion manager at KYW-TV. He was formerly associated with Warner & Swasey Advertising.

Lawrence H. Rhodes and **Gary S. Kuppinger** named national sales manager and local sales manager of WHEN-TV, Syracuse, New York.

C. L. Williams promoted from account executive to local sales manager at KTVH Wichita, Kansas. Prior to joining KTVH sales in January, 1963, he was an account executive at KFH-AM-FM Wichita three years.

Ed Kennedy appointed sports director of WLW-WLWT Cincinnati. He has broadcast the games of the Cincinnati Reds over WLW since 1961.

RADIO MEDIA

Lawrence S. Wexler appointed assistant director of program information of WCBS, New York. He has been a radio-tv program editor and feature writer for the N. Y. Journal American.

Robert Magruder

Robert O. Magruder promoted to station manager of KBAT, San Antonio, Texas. He was formerly sales manager.

Ron Hickman

Ron Hickman appointed general manager of WKER Pompton Lakes, N.J. He is president of the New Jersey Broadcasters Assn. and served as general manager of WNNJ-AM-FM Newton, N.J.

Todd Branson named sales manager of WJJD-AM-FM Chicago. He had been with WYNR Chicago two years.

Chester R. Zemany named an account executive at WAVY Radio, Norfolk-Portsmouth-Newport News, Va.

John T. Coleman named to the sales staff of CKEY Toronto.

Jack Underwood promoted to public affairs director and assistant program manager of WOWO Ft. Wayne. He has been an announcer with the station since 1958.

Terrell L. Metheny, Jr., WOKY Milwaukee, appointed program director of WKLO Louisville, Ky. He will use the air name Mitch Michael.

Hal Fredericks named national sales manager for WBBM-AM-FM Chicago, where he has been a local account executive two years.

Mark Hodder

Mark Hodder appointed community relations director for WKY Radio and Television, Oklahoma City, Okla.

SYNDICATION & SERVICES

George Hankoff

George Hankoff appointed general sales representative of MGM-TV. He will operate from New York and has also been assigned the Philadelphia, Baltimore and Washington markets.

William A. Cornish and **Rick Chapman,** account executives, have been named to the sales department of Videotape Center, Videotape Productions of New York, Inc.

Jeremy Shamos joined Goodson-Todman Productions, New York City, as staff attorney and member of the business affairs department under Howard Todman.

John H. Barwick named manager of the Association Instructional Materials Div. of Association Films, promoted from the post of consultant on educational film techniques.

Don Kirshner appointed president of the music division of Screen Gems-Columbia Pictures, moving up from executive vice president in the division.

Terrell Metheny

Hal Fredericks

Don Kirshner

John Barwick

CALENDAR

SEPTEMBER

Atlantic Assn. of Broadcasters annual sales and engineering meeting, Sydney, N.S. (13-15).

Louisiana Assn. of Broadcasters, Capitol House, Baton Rouge, La. (13-15).

Hollywood Ad Club meeting, Hollywood Roosevelt Hotel, Hollywood, Calif. (14).

Rollins Broadcasting Inc. annual shareholders' meeting, Bank of Delware Building, Wilmington, Del. (15).

Institute of Broadcasting Financial Management board meeting, Sheraton-Cadillac Hotel, Detroit, Mich. (16).

Communications Satellite Corp. first annual stockholders meeting, Sheraton Park Hotel, Washington, D.C. (17).

Public Relations Society of America eleventh annual conference, Statler-Hilton Hotel, Washington, D.C. (17).

Chicago Federated Advertising Club annual sports luncheon, Sheraton-Chicago Hotel, Chicago, Ill. (18).

National Assn. of Broadcasters' program study committee, radio programing clinic, Rickey's Hyatt House, Palo Alto, Calif. (18).

Maine Assn. of Broadcasters meeting, Poland Spring, Me. (18-19).

National Academy of Television Arts and Sciences board of trustees meeting, Beverly Hills, Calif. (18-20).

American Women in Radio & Television southwest area conference, Tropicana Hotel, San Antonio, Tex. (18-20).

National Assn. of Broadcasters' program study committee, Chisca Plaza motor hotel, Memphis, Tenn. (21).

Associated Press Radio-Television Assn. board of directors' meeting, AP building, Rockefeller Pl., New York, N.Y. (21).

National Assn. of Broadcasters' program study committee, radio programing clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

Broadcast Advertising Club of Chicago meeting, Sheraton-Chicago Hotel, Chicago, Ill. (22).

League of Advetising Agencies open dinner meeting, Delmonico Hotel, New York (22).

Nebraska Broadcasters Assn. meeting, Holiday Inn, Grand Island, Neb. (20-22).

Nevada Broadcasters Assn. meeting, Lake Tahoe, Nev. (21-22).

Pacific Northwest CATV Assn. meeting, Doric Hotel, Portland, Oreg. (21-22).

Bernard Howard & Co., radio & tv representatives, second annual Negro radio station seminar, Americana Hotel, New York (22-23).

Assn. of Maximum Service Telecasters fall engineering conference, Willard Hotel, Washington, D.C. (23).

Continued on page 64

NAB CONFERENCE SCHEDULE

National Assn. of Broadcasters fall regional conferences:

Hotel Utah, Salt Lake City (Oct. 12-13).

Statler-Hilton Hotel, Los Angeles (Oct. 15-16).

Hotel Skirvin, Oklahoma City (Oct. 19-20).

Fort Des Moines Hotel, Des Moines, Iowa (Oct. 22-23).

Jung Hotel, New Orleans (Oct. 26-27).

Statler Hotel, Detroit (Nov. 9-10).

Hotel Ten-Eyck, Albany, N.Y. (Nov. 12-13).

John Marshall Hotel, Richmond, Va. (Nov. 16-17).

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RAB CONFERENCE SCHEDULE

Radio Advertising Bureau's fall management conferences:

Tarrytown House, Tarrytown, N.Y. (Sept. 17-18).

Homestead, Hot Springs, Va. (Sept. 21-22).

Far Horizons, Sarasota, Fla. (Sept. 28-29).

Hyatt House, San Francisco (Oct. 1-2).

Western Hills Lodge, Wagoner, Okla. (Oct. 8-9).

Hotel Moraine, Chicago (Oct. 12-13).

Northland Inn, Detroit (Oct. 15-16).

COMING
TO
NEW YORK?

Stay at the only Inn in town run the old-fashioned way!

(Only 1½ blocks to the Coliseum)

The brand new 600-room luxury Inn with every modern feature: spacious air conditioned rooms and suites, superb restaurants, smart cocktail lounge, free roof top pool, free indoor garage, small and large meeting rooms with banquet facilities, even closed circuit TV, and old fashioned old world Innkeeping service—only 1½ blocks to the Coliseum!

Holiday Inn OF N Y C
57th ST WEST of 9th AVE.
Phone 212 LT 1 8100

CALENDAR

Continued from page 63

National Assn. of Broadcasters' program study committee, radio programing clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

CBS Radio Affiliates Assn. convention, New York Hilton Hotel, New York, N. Y. (23-24).

Electronic Industries Assn. fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

Broadcast Symposium, Willard Hotel, Washington, D. C. (24-26).

Minnesota Broadcasters Assn., fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

Advertising Federation of America, fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-18); sixth district convention, Indiana University, Bloomington, Ind. (24-26); tenth district convention, Robert Driscoll Hotel, Corpus Christi, Tex. (24-26).

Illinois News Broadcasters Assn. in conjunction with Northwestern University Medill School of Journalism, Illinois Beach State Park Lodge, Zion, Ill. (26-27).

National Assn. of Broadcasters' program study committee, radio programing clinic, Hilton Inn, Tarrytown, N.Y. (25).

North Central CATV Assn. meeting, Holiday Inn, Rochester, Minn. (25).

Utah Broadcasters Assn., convention, Royal Inn, Provo, Utah (25-26).

American Women in Radio & Television southern area conference, Outrigger Hotel, St. Petersburg, Fla.; west central area conference, Muehlebach Hotel, Kansas City, Mo.; New England Chapter conference, Woodstock, Vt. (25-27).

National Assn. of Broadcasters radio code board meeting, Gramercy Inn, Washington, D.C. (26-27).

Society of Motion Picture & Television Engineers, 96th annual technical conference, Commodore Hotel, New York, N.Y. (27-Oct. 2).

National Assn. of Broadcasters radio code board meeting, Gramercy Inn, Washington, D. C. (29-30).

National Assn. of Educational Broadcasters third annual music personnel conference, University of Minnesota, Minneapolis, Minn. (30-Oct. 1).

OCTOBER

International Radio & Television Society luncheon, Waldorf Astoria, Ballroom, New York, N.Y. (2).

Florida Assn. of Broadcasters fall conference and board meeting, Grand Bahama Hotel & Club, West End, Grand Bahama Island (3).

American Women in Radio and Television, New York State Conference, Top O' The World, Lake George, N. Y. (3-4).

Missouri Associated Press Radio-Television Assn. meeting, Arrowhead Lodge, Lake Ozark, Mo. (3-4).

Texas Assn. of Broadcasters fall meeting, Hotel Texas, Fort Worth, Tex. (4-5).

North Carolina Assn. of Broadcasters meeting, Grove Park Inn, Asheville, N. C. (4-6).

New Jersey Broadcasters Assn. fall convention, Nassau Inn, Princeton, N. J. (5-6).

Advertising Research Foundation, annual conference, Commodore Hotel, New York (6).

Wisconsin FM Station Clinic, Center Building, University of Wisconsin, Madison (6).

International Radio & Television Society luncheon, Waldorf Astoria, Ballroom, New York, N.Y. (7).

Tennessee Assn. of Broadcasters meeting, Mountain View Hotel, Gatlinburg, Tenn. (8-9).

Alabama Broadcasters Assn. meeting, Tuscaloosa, Ala. (8-10).

New York State Associated Press Broadcasters Assn. meeting, Rochester, N.Y. (10).

American Women in Radio & Television mideastern conference, Marriott Motor Hotel, Philadelphia, Pa. (9-11).

Audio Engineering Society's 16th annual fall convention, Barbizon-Plaza Hotel, New York, N.Y. (12-16).

International Radio and Television Society luncheon, Waldorf Astoria, Sert Room, New York, N.Y. (14).

Indiana Broadcasters Assn. meeting, Marriott Hotel, Indianapolis, Ind. (15-16).

American Women in Radio & Television board of directors' meeting, Hilton Hotel, New York, N.Y. (16-18).

Wisconsin Assn. Press Radio and **Television Members** meeting, Ivy Inn, Madison, Wis. (16-17).

Kentucky Broadcasters Assn. fall meeting, Jennie Wiley State Park, near Prestonburg, Ky. (19-21).

National Electronics Conference twentieth annual meeting, McCormick Place, Chicago, Ill. (19-21).

Institute of Broadcasting Financial Management, annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich. (21-23).

Missouri Broadcasters Assn. meeting, Ramada Inn, Jefferson City, Mo. (22-23).

Fourth International Film & TV Festival of New York, held in conjunction with the annual Industrial Film and Audio-Visual Exhibition, New York Hilton Hotel, New York (21-23).

Massachusetts Broadcasters Assn. meeting, Hotel Somerset, Boston, Mass. (25-26).

National Assn. of Educational Broadcasters national convention, Austin, Tex. (25-28).

American Assn. of Advertising Agencies, Central Region meeting, Hotel Continental, Chicago (21-22); western meeting, Beverly Hilton Hotel, Beverly Hills (27-30).

Premium Advertising Assn. of America, premium ad conference, New York Coliseum, New York, N.Y. (27).

American Assn. of Advertising Agencies, western meeting, Ambassador Hotel, Los Angeles, Calif. (27-30).

International Radio & Television Society luncheon, Waldorf Astoria, Empire Room, New York, N.Y. (28).

NOVEMBER

Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va., (9-11).

American Assn. of Advertising Agencies eastern annual conference, Hotel Plaza, New York, N.Y. (10-11).

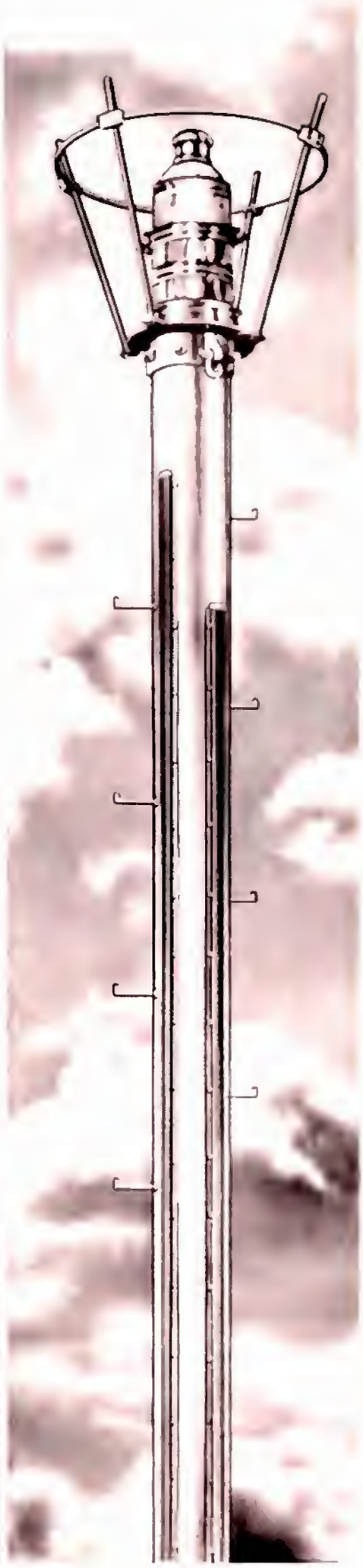
NORTH ALABAMA:

The cream of NBC & CBS and vast new picture range with WAPI-TV's new RCA Traveling Wave Antenna

Walt Disney	Dick Van Dyke Show
Bonanza	The Beverly Hillbillies
The Rogues	The Danny Kaye Show
Andy Griffith Show	Daniel Boone
The Lucy Show	Dr. Kildare
The Munsters	Hazel
Red Skelton	Bob Hope
Petticoat Junction	Jack Benny
Gomer Pyle, USMC	Flipper
My Living Doll	Mr. Magoo
Mr. Broadway	Gunsmoke
The Virginian	Man from U.N.C.L.E.

NCAA and NFL Football plus the best in news sports. Feature films.

A powerful signal and power package of top shows from two networks for North Alabama. WAPI-TV's newly installed traveling wave antenna and the cream of NBC/CBS offer an unmatched medium for this rich market area.

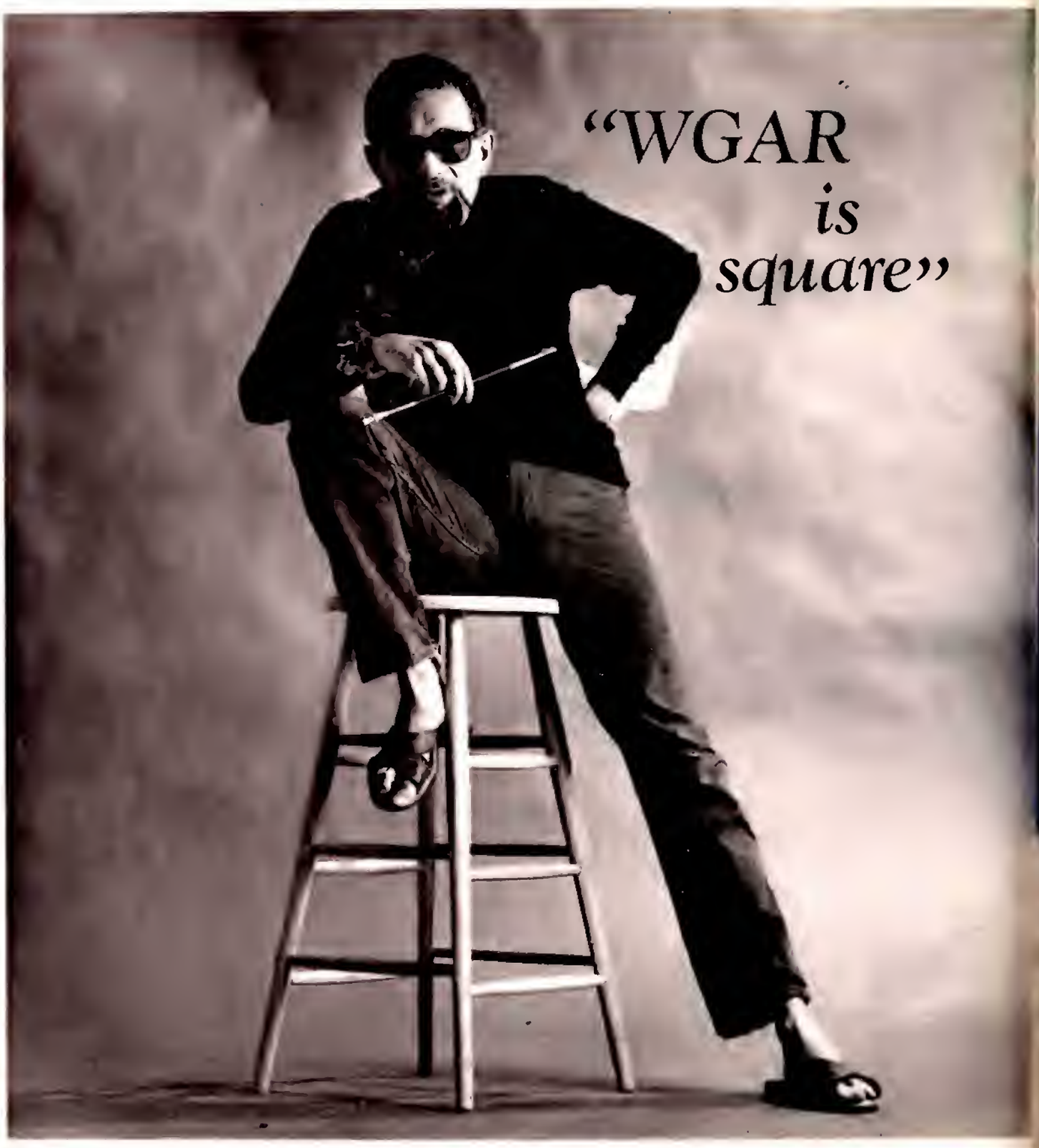


NBC CBS

WAPI-TV BIRMINGHAM

Represented nationally by Harrington, Righter, and Parsons, Inc.

WAPI·TV 13 BIRMINGHAM



Like, what he means is—WGAR believes that radio should offer something besides noise. For people who want to listen, instead of just hear. Square? Maybe. But we've cornered the listeningest bunch of listeners in Cleveland and northeastern Ohio.

And the buyingest. Take our 1963 WGAR Trans-Canada Air Lines "Friendly Tours" promotion. 447 people bought the $47 one-day trip package! TCA was tickled to death. But then, we could have told them. When our listeners want to fly, they take a plane.

GOOD SOUND RADIO

wgar

NBC 1220

PEOPLES BROADCASTING CORPORATION · CLEVELAND, OHIO · REPRESENTED BY BLAIR RADIO